

The Economic and Cultural Emergence of South Korea

PRE-WORK for the Lesson

HOMework for the First Lesson

List 5 clothing items and where they are made. Be sure to include athletic wear, tennis shoes, and t-shirts.

**OPTIONAL
BELL WORK ACTIVITY**

Directions for creating a Zee Map:

1. Go to <https://www.zeemaps>
2. Click on “Map” and scroll down to “Create New.”
3. Type in a title for your map. For this map the title is “Where’s My Clothing From?”
4. Click on “Create.”

ZeeMaps
We map your lists

Where's My Clothing From?

Map View Additions Bulk Edits Deletions Print or Share Go to...

2 Clone Map
Create New
Legend
Marker Fields
Marker Icons
Print
Remove Ads or Branding
Receipts
Reserved Groups
Save As CSV \S
Save As PNG or PDF \P
Settings...
Switch Map \M

Create a new map

Configure Help

Map Title 3 Where's My Clothing From?

Description Describe your map in a couple of sentences.

Admin Password Recommended Again

Starting Location e.g., Cupertino, CA, or Europe

All fields optional — configure later.

4 Create Close

Directions for creating a Zee Map:

5. Click on “Print or Share” and scroll down to “Share Link/URL.”
6. Copy the second URL in the box below “For the editable version of the map use:”
7. Students will access your map using this URL.
8. Click “Close” once you have successfully copied the URL.

ZeeMaps
We map your lists

Where's My Clothing From?

Map View Additions Bulk Edits Del **5** Print or Share Go to...

Share Link/URL
Share with...
Publish in Website
PDF/PNG Image
World Map Image

Share this map

Share URL Custom

Copy-and-paste the text below to share your map on Facebook, Twitter, Email, etc.

<https://www.zeemaps.com/view?group=2873798&x=-232.233076&y=35.907757&z=13>

Shorten Social Shorten Social

For the editable version of the map, use:

6 <https://www.zeemaps.com/map?group=2873798>

Shorten Social Shorten Social

8 Close

Directions for creating a Zee Map:

9. After students have typed in the URL and accessed the map, they will go to “Additions and scroll down to select “Add Marker - Simple.”
10. They will type in the name of their clothing item in the box titled “Entry Name. If students want to provide a description or even a photo they can.
11. Click “Submit” and then “OK” and the entry will be added to the map. Click “Close” when finished.

The screenshot displays the ZeeMaps interface for creating a map entry. The title is "Where's My Clothing From?". The navigation menu includes "Map", "Additions", "Bulk Edits", "Deletions", "Print or Share", and "Go to...". The "Additions" menu is open, showing options like "Add Marker - Simple", "Add Marker - Detailed", "Add (Upload) Multiple Markers", "Annotate Map", "Create Route", "Highlight Regions", and "Upload KML or Geo RSS Feed". The "Add Entry" form is visible, with the following fields and values:

- Entry Name: Patagonia Men's Jacket
- Location: Thailand
- Description: (empty text area)
- Photo: Choose File (no file selected)
- Marker: red

The map shows Southeast Asia with a red pin on Thailand. The interface includes buttons for "Preview", "Submit", "Reset", and "Close".

All students clothing items will show up on the same map for everyone in the class to view.

ZeeMaps
We map your lists

Where's My Clothing From?

[Map](#) [View](#) [Additions](#) [Bulk Edits](#) [Deletions](#) [Print or Share](#)



One of the school's Homecoming dress-up days is "1980's." You decide to wear this pair of Nike Air Jordans.

In which country were these shoes made?



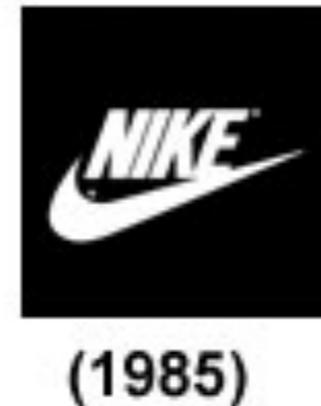
- A. China**
- B. Japan**
- C. North Korea**
- D. South Korea**
- E. Vietnam**



(1971)



(1978)



(1985)

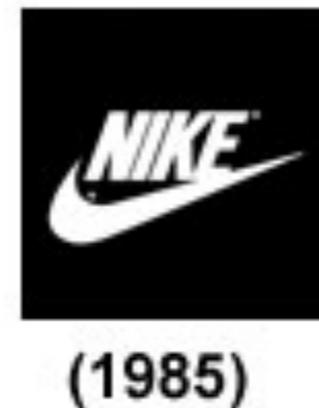


(Current Logo)

One of the school's Homecoming dress-up days is 1980's. You decide to wear this pair of Nike Air Jordans. In which country were these shoes made?



- A. China
- B. Japan
- C. North Korea
- D. South Korea**
- E. Vietnam



Brands You Know, At Prices You'll Love - Up To 60% Off Department Store Prices. steinmart.com

**Model:**

[Air Jordan 1](#)

Sizes:

[Mens](#)

Generic Colors:

[Red](#)

[White](#)

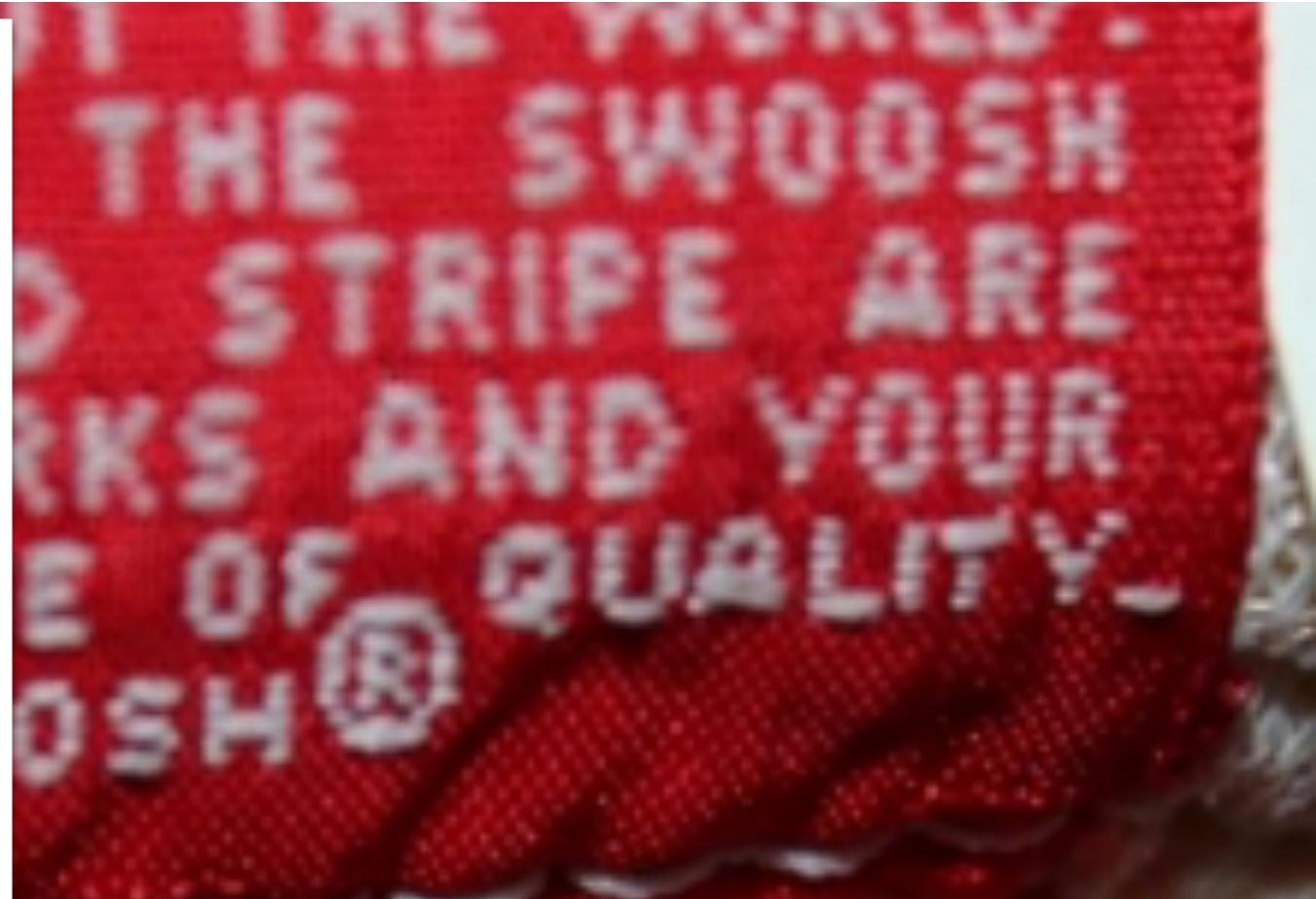
[Black](#)

Source:

[Rare 1985 Air Jordan 1 sample for sale on eBay](#)



Source: <http://sneakerscholar.com/colorways/air-jordan-1-nike-wings-logo-unreleased-sample>





Vintage 1980/90s Adidas UCLA Windbreaker Jacket Blue Gold Made In Korea Size L

Item condition: **Used**
"Pre-owned, good condition."

| [Add to watch list](#)

Sale ends in: **17h 15m 42s**

Was: **US \$59.95**

You save: **\$6.00 (10% off)**

Price: **US \$53.95**

Buy It Now

Add to cart

[Add to watch list](#)

[Add to collection](#)

Free delivery in 4 days

60-day returns

Located in United States

Shipping: **FAST 'N FREE**

On or before **Fri. Feb. 09**

Item location: Palos Verdes Peninsula, California, United States

Ships to: United States and many other countries | [See details](#)

Payments: **PayPal**

Credit Cards processed by PayPal

PayPal CREDIT

Get more time to pay. [Apply Now](#) | [See terms](#)

[See details](#)

Returns: 60 day returns. Buyer pays for return shipping. 10%

Seller information

americanartifacts (27743)

100% Positive feedback



[Save this Seller](#)

[Contact seller](#)

Visit store: [American Artifacts](#)

[See other items](#)

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UK	USA	F	D
L	L	L	L
E	I	J	CDN
L	L	2XO	L/G

MADE IN KOREA
FABRIQUE EN COREE

OPTIONAL VIDEO

USER-CREATED CLIP
BY [MROBINS6](#)
FEBRUARY 2, 2018

Why is Nike in Korea? Why is Nike in Korea?



Clip Embed

Clipping Guide

Share This Video

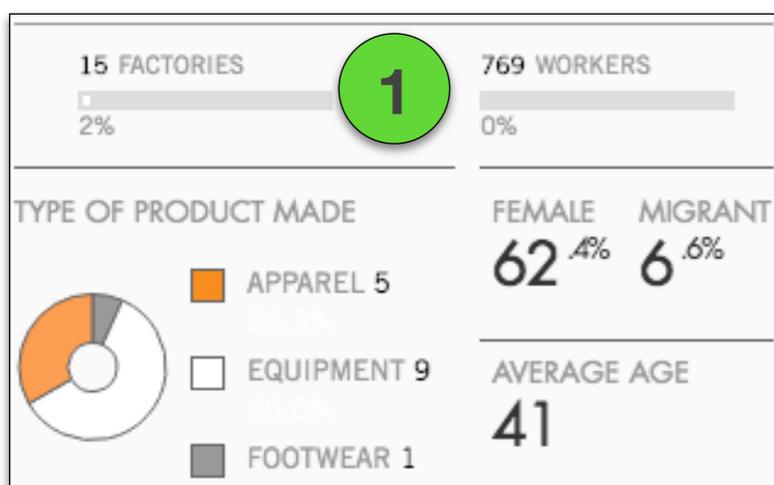
Source: <https://www.c-span.org/video/?c4712687/nike-korea>

**OPTIONAL
ENRICHMENT ACTIVITY**

Match the number of factories and workers that Nike has for each of the following countries?

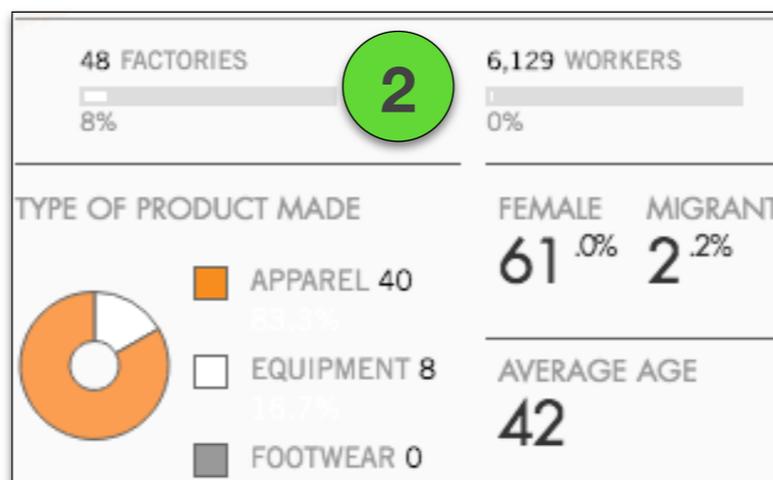
China

Indonesia



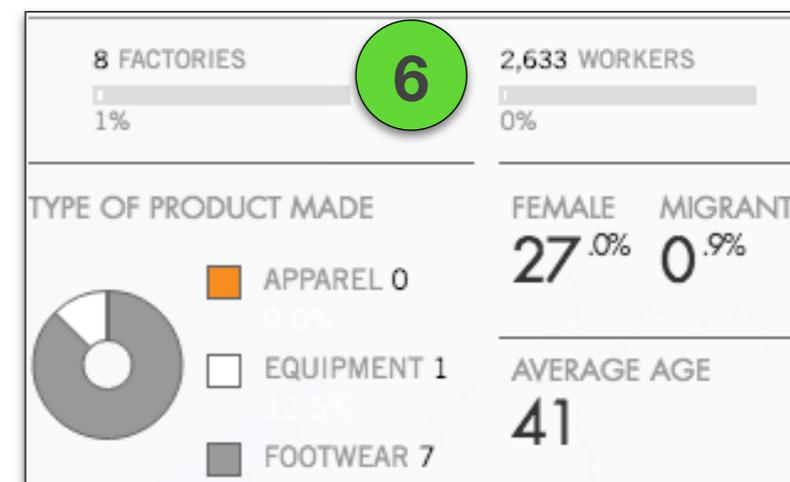
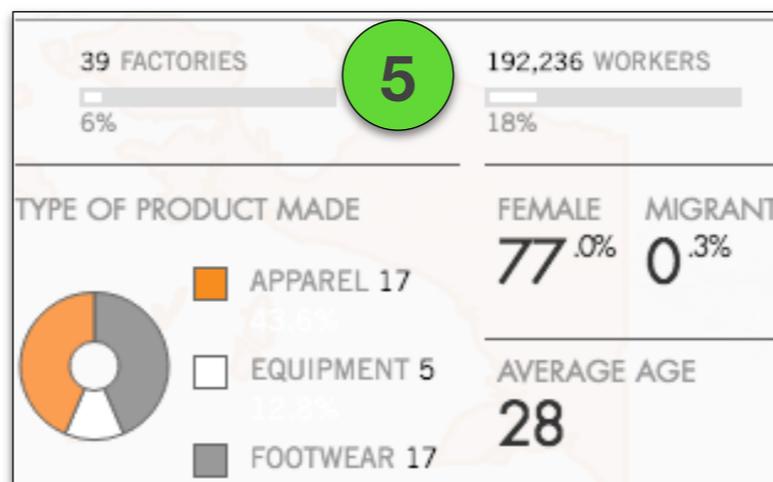
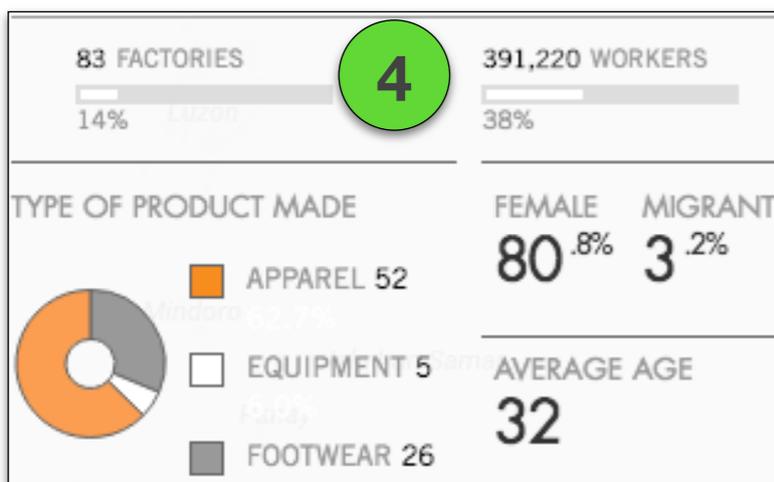
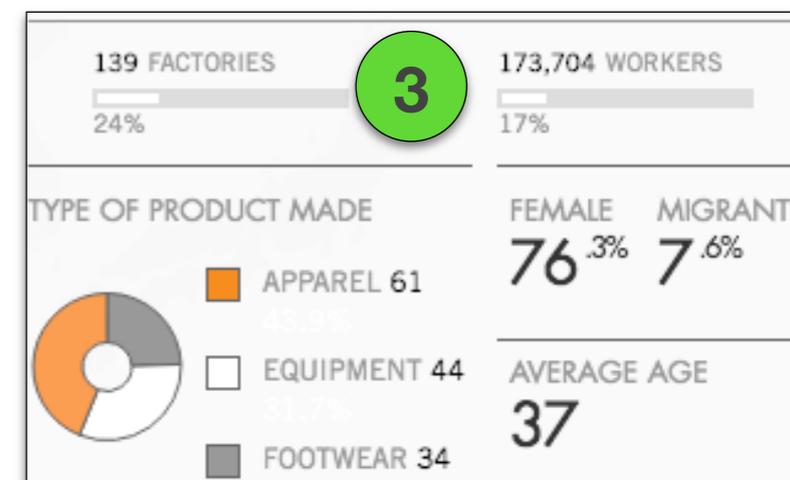
Japan

South Korea



United States

Vietnam



Match the number of factories and workers that Nike has for each of the following countries?

China

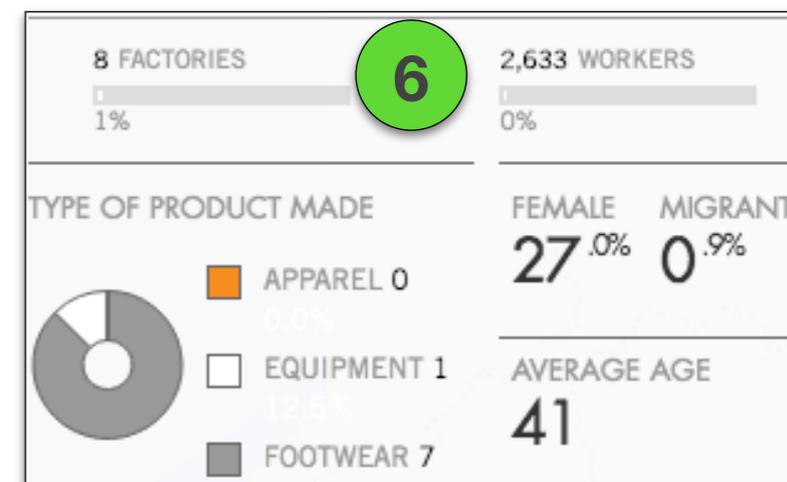
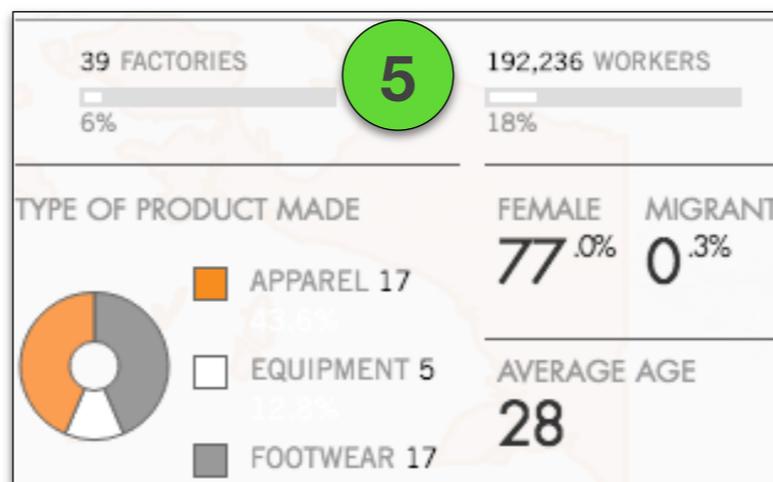
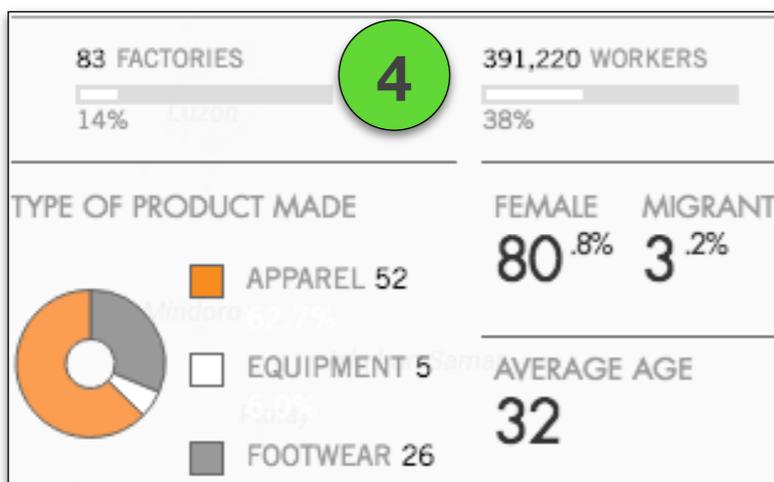
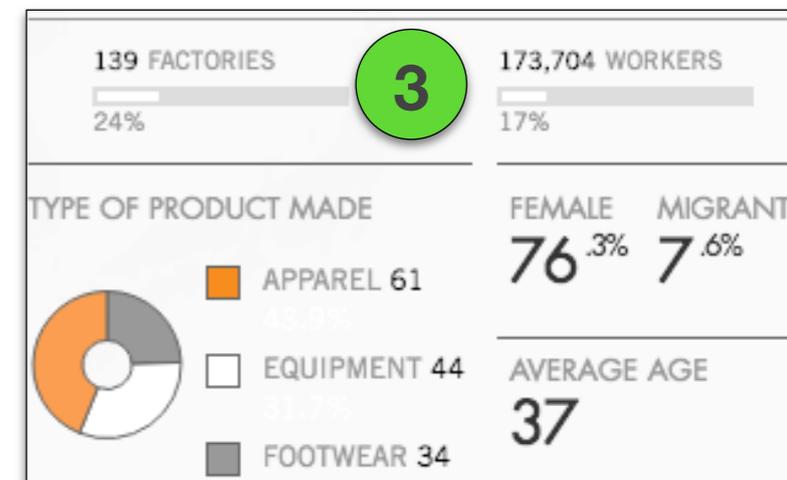
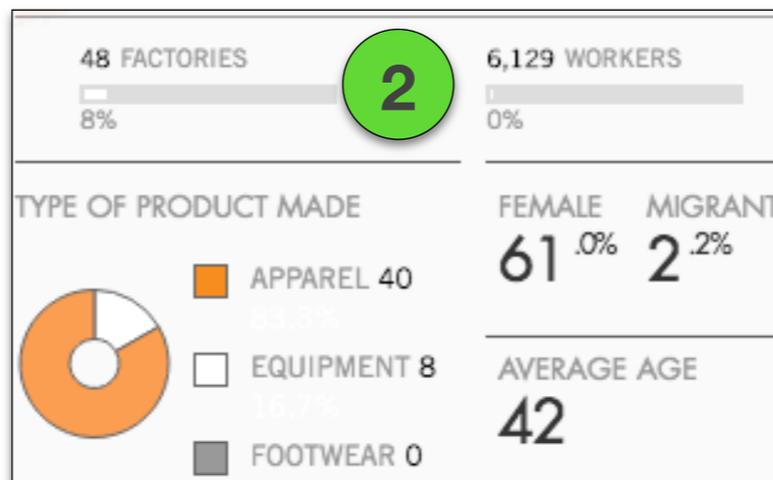
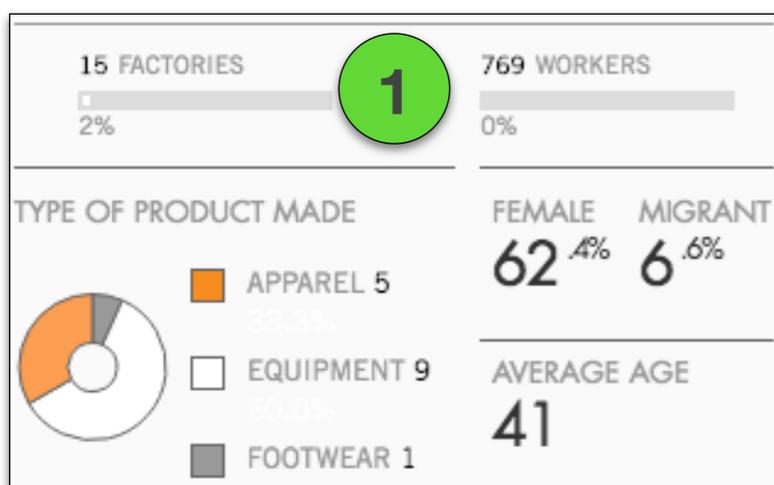
Indonesia

Japan

South Korea

United States

Vietnam



NIKE MANUFACTURING MAP:

Transparency is fundamental to NIKE, Inc. business and approach to sustainability.

This site is a tool to learn about the independent factories contracted to make Nike products – including the name and location of each factory, types of products each factory makes for Nike, and information about the workers at each factory.

Every factory Nike works with is subject to a rigorous set of compliance requirements. Learn more about our work to Transform Manufacturing at about.nike.com/sustainability.

WHERE NIKE PRODUCTS ARE MADE

GLOBALLY

42 COUNTRIES	567 FACTORIES	1,012,700 WORKERS
100%	100%	100%

Line chart % based on total NIKE Inc. factories and workers

EXPORT THIS DATA

Map data ©2018 Google, INEGI Terms of Use

Source: <http://manufacturingmap.nikeinc.com/>



CHINA > [CHOOSE A FACTORY](#) >

< [CHOOSE COUNTRY](#)

CHINA

[FILTER DATA](#) >

139 FACTORIES 24%	173,704 WORKERS 17%
---------------------------------	-----------------------------------

TYPE OF PRODUCT MADE <ul style="list-style-type: none"> ■ APPAREL 61 ■ EQUIPMENT 44 ■ FOOTWEAR 34 	<table border="0"> <tr> <td>FEMALE</td> <td>MIGRANT</td> </tr> <tr> <td>76.3%</td> <td>7.6%</td> </tr> </table> <hr/> AVERAGE AGE 37	FEMALE	MIGRANT	76.3%	7.6%
FEMALE	MIGRANT				
76.3%	7.6%				

Line chart % based on total NIKE Inc. factories and workers

[EXPORT THIS DATA](#)

Luzon
 Catanduanes
 Isla han Samar
 Pulo ng Leyte
 Negros
 Palawan



JAPAN > CHOOSE A FACTORY >

< CHOOSE COUNTRY

JAPAN

FILTER DATA >

15 FACTORIES



769 WORKERS



TYPE OF PRODUCT MADE



APPAREL 5

33.3%

EQUIPMENT 9

60.0%

FOOTWEAR 1

6.7%

FEMALE MIGRANT

62.4% 6.6%

AVERAGE AGE

41

Line chart % based on total NIKE Inc. factories and workers

EXPORT THIS DATA



INDONESIA > CHOOSE A FACTORY >

< CHOOSE COUNTRY

INDONESIA

FILTER DATA >

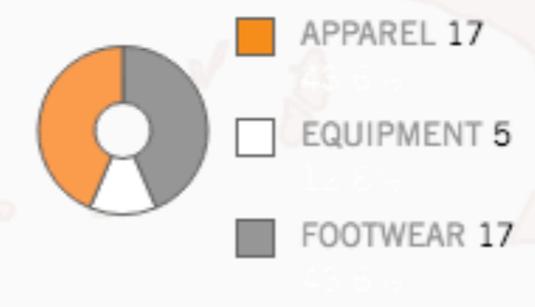
39 FACTORIES



192,236 WORKERS



TYPE OF PRODUCT MADE



FEMALE MIGRANT

77.0% 0.3%

AVERAGE AGE

28

Line chart % based on total NIKE Inc. factories and workers

EXPORT THIS DATA



SOUTH KOREA > CHOOSE A FACTORY >

< CHOOSE COUNTRY

SOUTH KOREA

FILTER DATA >

8 FACTORIES



2,633 WORKERS



TYPE OF PRODUCT MADE



- APPAREL 0
0.0%
- EQUIPMENT 1
12.5%
- FOOTWEAR 7
87.5%

FEMALE MIGRANT

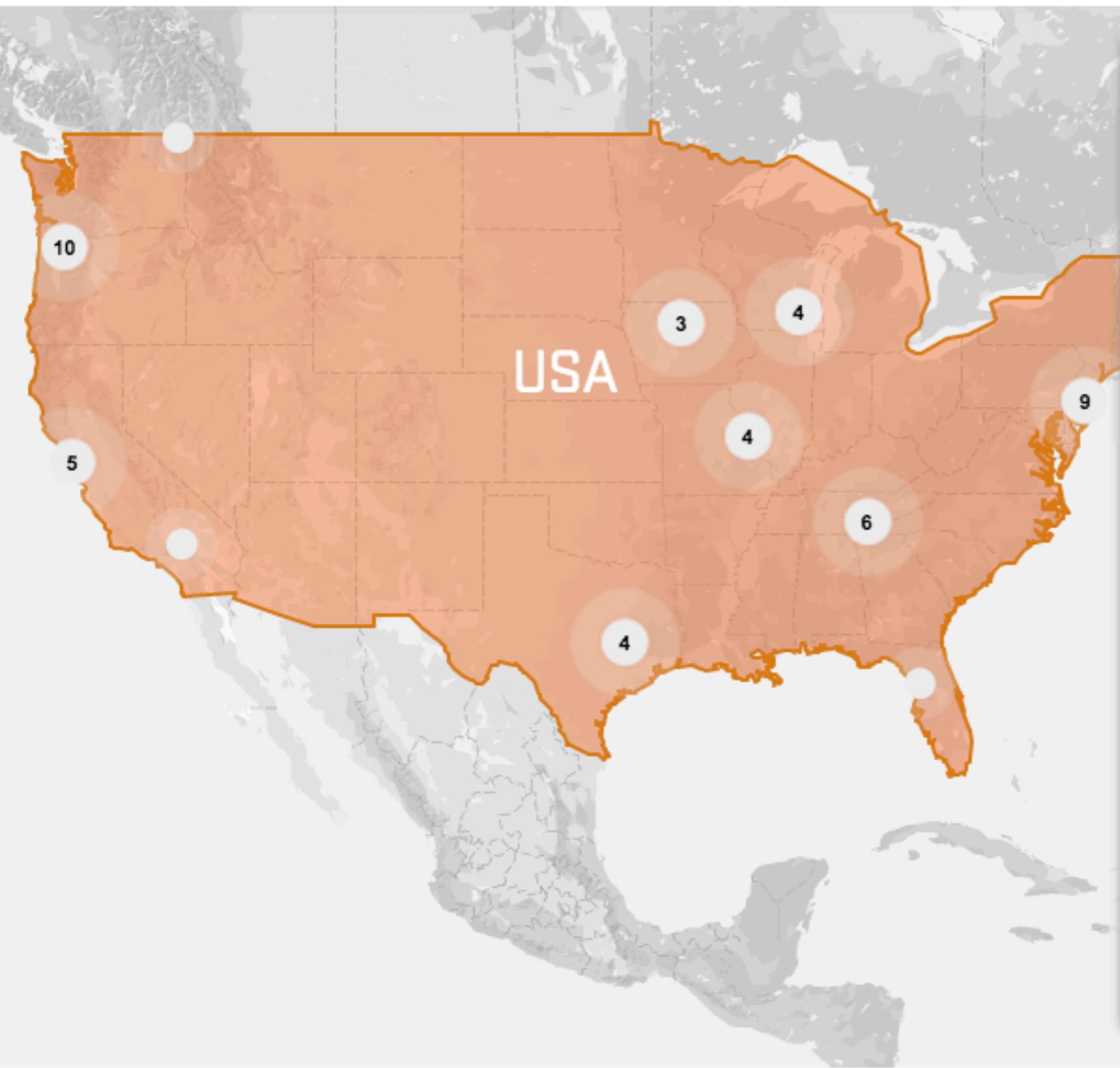
27.0% **0**.9%

AVERAGE AGE

41

Line chart % based on total NIKE Inc. factories and workers

EXPORT THIS DATA



USA > CHOOSE A FACTORY >

< CHOOSE COUNTRY

USA

FILTER DATA >

48 FACTORIES



6,129 WORKERS



TYPE OF PRODUCT MADE



- APPAREL 40
- EQUIPMENT 8
- FOOTWEAR 0

FEMALE 61.0% MIGRANT 2.2%

AVERAGE AGE 42

Line chart % based on total NIKE Inc. factories and workers

EXPORT THIS DATA



VIETNAM > CHOOSE A FACTORY >

< CHOOSE COUNTRY >

VIETNAM

FILTER DATA >

83 FACTORIES



391,220 WORKERS



TYPE OF PRODUCT MADE



- APPAREL 52
- EQUIPMENT 5
- FOOTWEAR 26

FEMALE MIGRANT

80.8% 3.2%

AVERAGE AGE

32

Line chart % based on total NIKE Inc. factories and workers

EXPORT THIS DATA



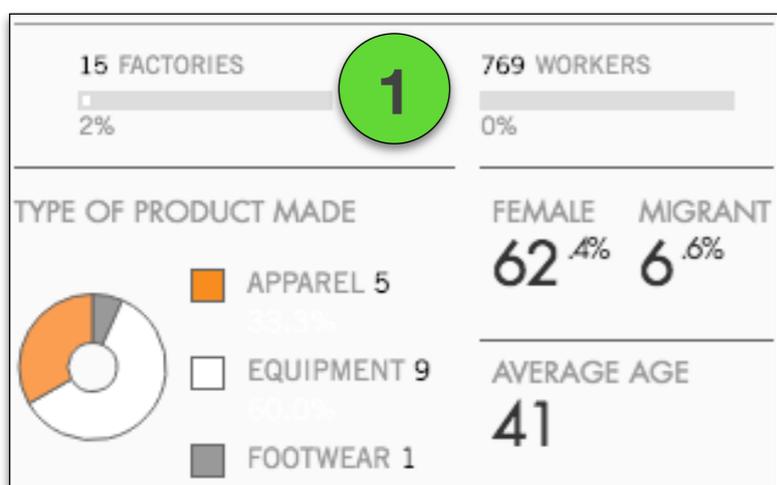
VIETNAM

Paracel Islands

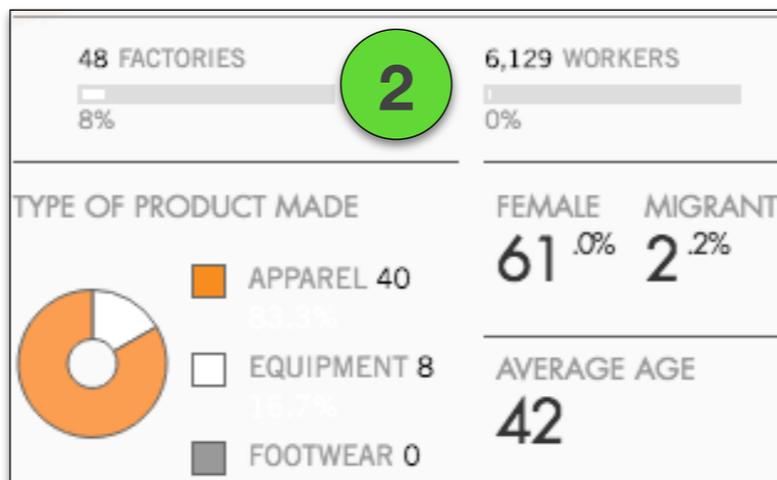
Spratly Islands

Match the number of factories and workers that Nike has for each of the following countries?

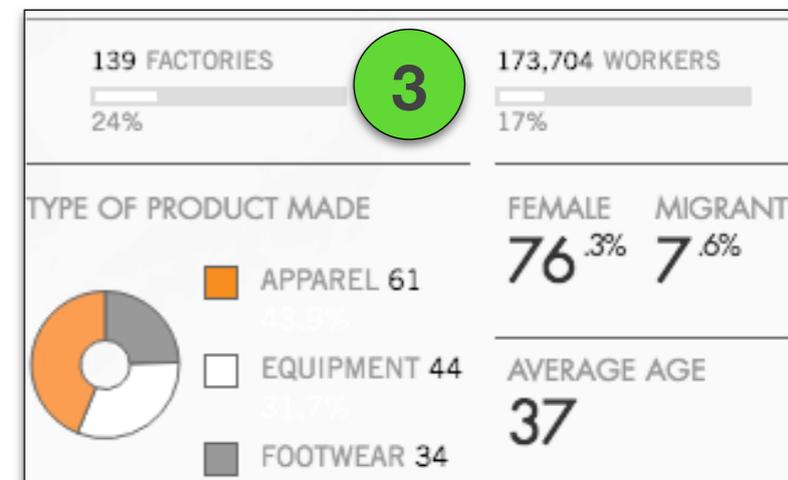
ANSWERS



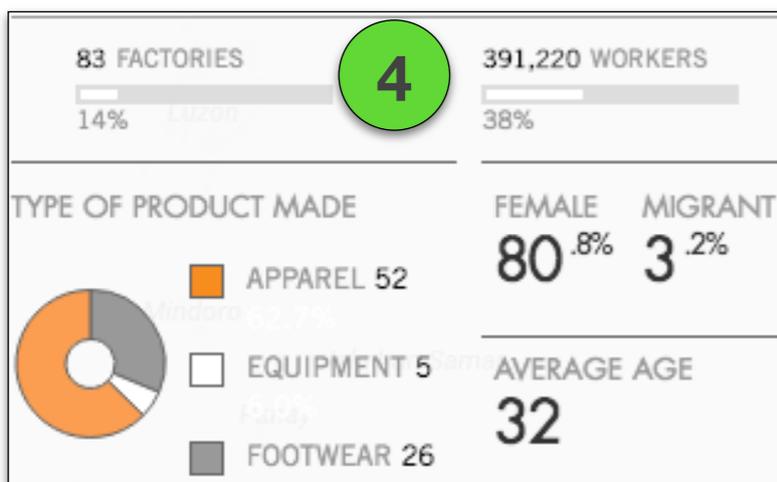
Japan



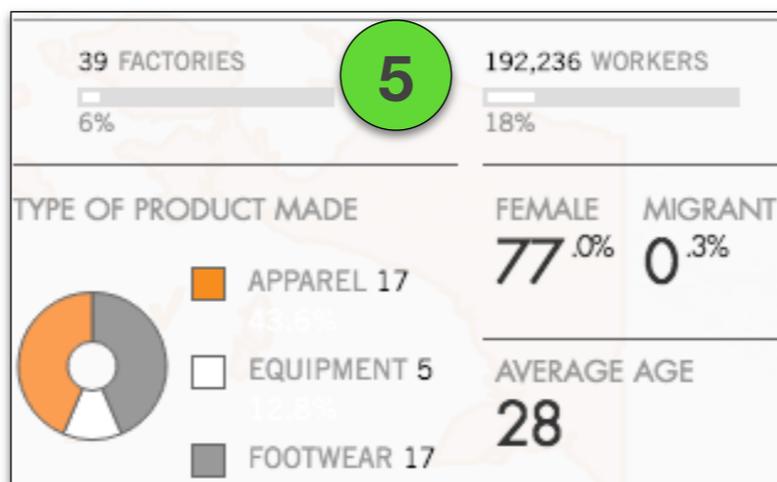
United States



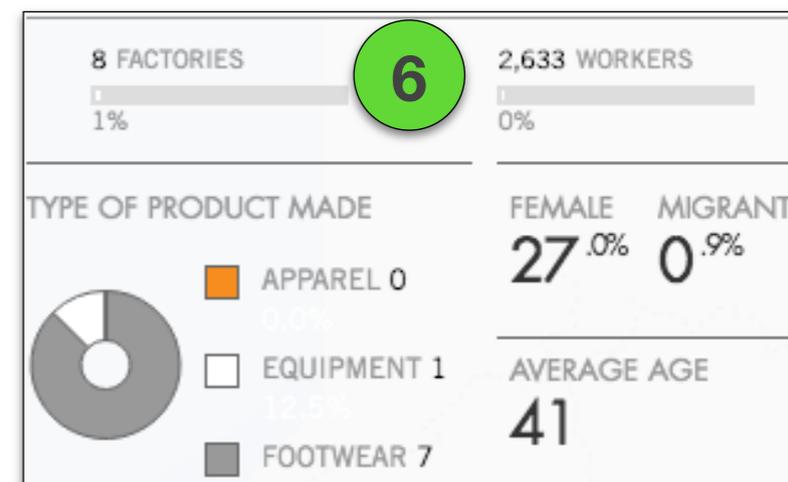
China



Vietnam



Indonesia



South Korea

The Korean Economy - the Miracle on the Hangang River : Korea.net : The official website of the Republic of Korea

The Constitution of South Korea stipulates that “the right of property shall be guaranteed for every citizen.” In short, the country has adopted the market economy system, respects individuals’ and businesses’ right to conduct free economic activities, and guarantees the profits and properties made and accumulated by them.



Cars Exported from Hyundai Motor’s Ulsan Factory: Cars are one of the country’s major export items.

Discussion Questions

1. Explain the title of the article.
2. What does the South Korean Constitution guarantee for the people of South Korea?
3. Create a timeline of the main events that lead up to the “Miracle.”
4. Describe South Korea’s economy in 2010.

The Korean Economy - the Miracle on the Hangang River : Korea.net : The official website of the Republic of Korea

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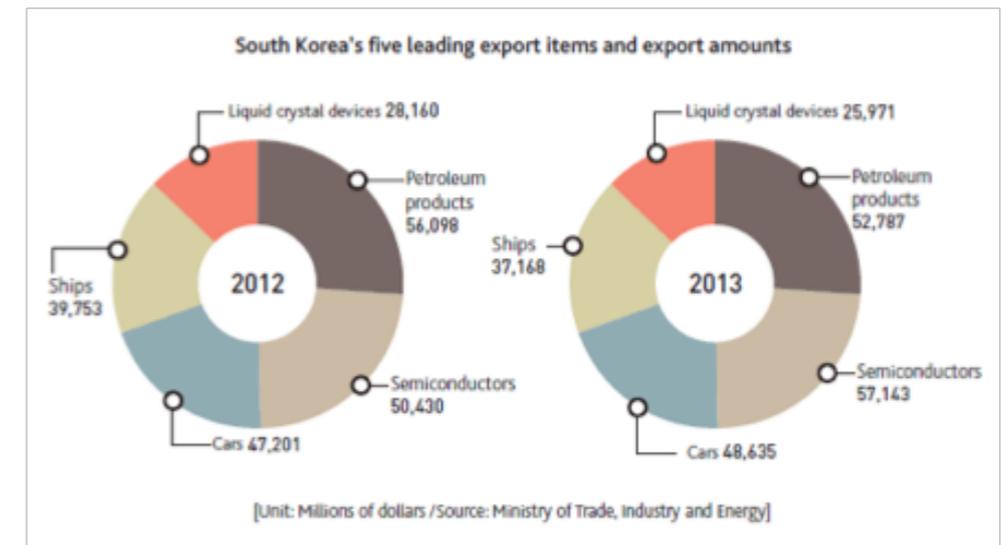


Cars Exported from Hyundai Motor’s Ulsan Factory: Cars are one of the country’s major export items.

However, the Constitution does not guarantee the limitless, unfettered

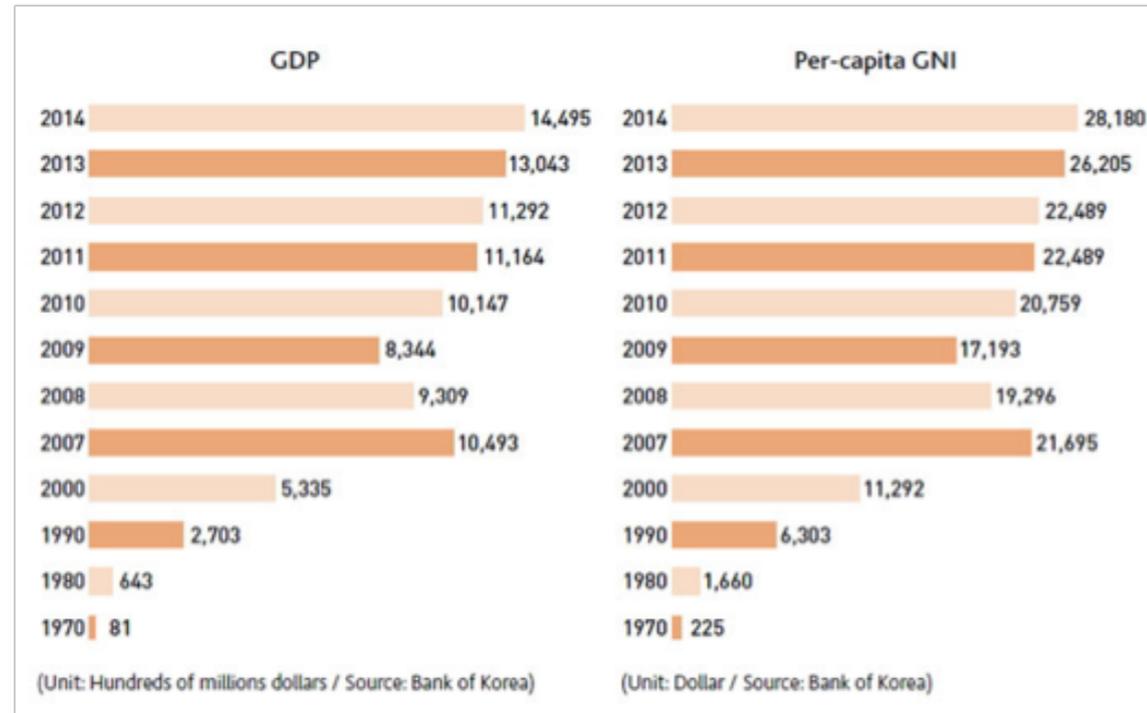
pursuit of capitalistic free economy. The Constitution stipulates that an unjust situation should be rectified if the abuse of capital is found to cause damage to people as an apparatus set to improve things relating to the free market economy.

South Korea has achieved economic growth at an unprecedented speed. Observers called what the country has accomplished the “Miracle of the Hangang River”, as most of the country’s industrial facilities were destroyed during the three-year-long Korean War, and the country was devoid of capital and natural resources.



In the early 1960s, the country pushed ahead with export-oriented economic development plans. At first, the country’s major export items were mainly light industrial products manufactured in small factories, or raw materials. In the 1970s, the country invested in heavy chemical facilities and laid the basis for the export of heavy industrial products. At present, the country has a number of industries that boast solid international competitiveness, such as the shipbuilding, iron/steel, and chemical industries. The foundation of such strong competitiveness was built around that time.

The country hosted the 1988 Seoul Olympic Games, which provided the country with the momentum to join the ranks of semi-advanced countries. The international mass media called the country one of the four Asian tigers, along with Taiwan, Singapore, and Hong Kong. In December 1996, the country became the 29th country to join the OECD, which is largely composed of advanced countries. In 1960, South Korea's exports amounted to US\$ 32.8 million; but by 2013 they reached US\$ 559.6 billion. In 1948 GDP per capita was a paltry US\$ 60; whereas in 2013 it was US\$ 26,205.



South Korea gradually established an export-oriented economic structure centered on large businesses in the process of pursuing growth as a country with insufficient capital and resources. Conglomerates came to dominate industry, while the country's economic structure became heavily reliant on exports and imports, leaving it susceptible to external conditions.

In November 1997, a foreign exchange crisis hit the country, forcing it to turn to the IMF for a bailout. It was the first ordeal the country had had to face after years of rapid economic growth.



The country took the drastic step of driving poorly performing businesses out of the market and then pushed ahead with industrial restructuring. In only two years, the country regained its previous growth rate and price levels as well as a current account balance surplus. In the process, some 3.5 million people joined in the campaign to collect gold to help the government repay the fund borrowed from the IMF. A total of 227 tons of gold were collected. The world marveled at the Korean people's voluntary participation in the determined effort to repay its national debts.

While making concerted efforts to extricate itself from the foreign exchange crisis, the country benefitted from certain ancillary effects, such as the adoption of the globalized economic and financial system. However, the restructuring process also had its dark sides. The government's fiscal

expenditure increased and the income imbalance deepened.



After overcoming the economic crisis, the South Korean economy continued to record solid growth. Nominal GDP doubled from US\$504.6 billion in 2001 to US\$1,049.3 billion by 2007, recording a high growth rate of 4~5% a year, except during the period of global economic crisis. In fact, during the period 2008-10, when most of the world was experiencing a devastating financial crisis, the country recorded an amazing 6.3% economic growth rate. The world's major mass media organs referred to the country's accomplishment as a "textbook recovery."

By 2010, South Korea had emerged as the world's 7th largest exporting country. From 2011 to 2013, the total volume of the country's exports and imports stood at US\$1 trillion. Thus, the country became the world's 9th country to attain the target of US\$1 trillion in annual foreign trade. The country's foreign currency reserves stood at US\$363.6 billion as of the end of December 2014, and the country is in a sufficiently stable position to cope with a foreign exchange crisis, with the percentage of its short-term foreign debts being 31.7% in 2014.

The country's sovereign credit rating has risen in recognition of the dazzling

economic results recorded by the country.

Discussion Questions

1. Explain the title of the article.
2. What does the South Korean Constitution guarantee for the people of South Korea?
3. Create a timeline of the main events that lead up to the "Miracle."
4. Describe South Korea's economy in 2010.

China

Discussion Questions

1. Explain the title of the article.
2. How does South Korea match up with other countries around the world?
3. Why does the narrator say that South Korea is “super powerful?”

How Powerful Is South Korea?

Source: <https://www.youtube.com/watch?v=67zjH6bV8wo>

OPTIONAL VIDEOS



Secrets behind Korea's Economic Success_2015 Revised Edition_ENG

24 minute video on South Korea's Economic Success

Source: <https://www.youtube.com/watch?v=IQARiOFLBCo>

Korean Culture Series

Segment 1. Korean Wave, Hallyu

Segment 2. Korea, Koreans, and their ethnic identity

Segment 3. A brief history of Korea

Segment 4. Korean language, Hangeul

Segment 5. Korean marriage, family, and kinship

Segment 6. The roots of international marriages in Korea

Segment 7. Beliefs and Religions of Koreans

Segment 8. Korean education and upward mobility

Segment 9. Japanese colonial policy and its impact on modern Korea

Segment 10. Korea's economic miracle: From foreign aid recipient to donor

Segment 11. Korea's long road toward democracy: Modern history of Korea

Segment 12. The Korean "national character"

Segment 13. Korean culture as paradox

Segment 14. The Korean essentials:

Wearing hanbok, eating steamed rice with kimchi, and sleeping on the ondol floor.

0:30 / 31:31



[Korean Culture Series] Korea's economic miracle: From foreign aid recipient to donor

Source: <https://www.youtube.com/watch?v=fvzhNK9MbLU>

Directions

1. Use Chrome or Firefox to access the website: <https://atlas.media.mit.edu/en/>
Safari will not work with the website.
2. Click on “Visualizations.”

COUNTRIES PRODUCTS VISUALIZATIONS RANKINGS PUBLICATIONS ABOUT API

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한국어

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< 2015

What does South Korea export? (2016)

TOTAL: \$455B

TREE MAP **STACKED**

COUNTRY

- Exports
- Imports
- Export Destinations
- Import Origins

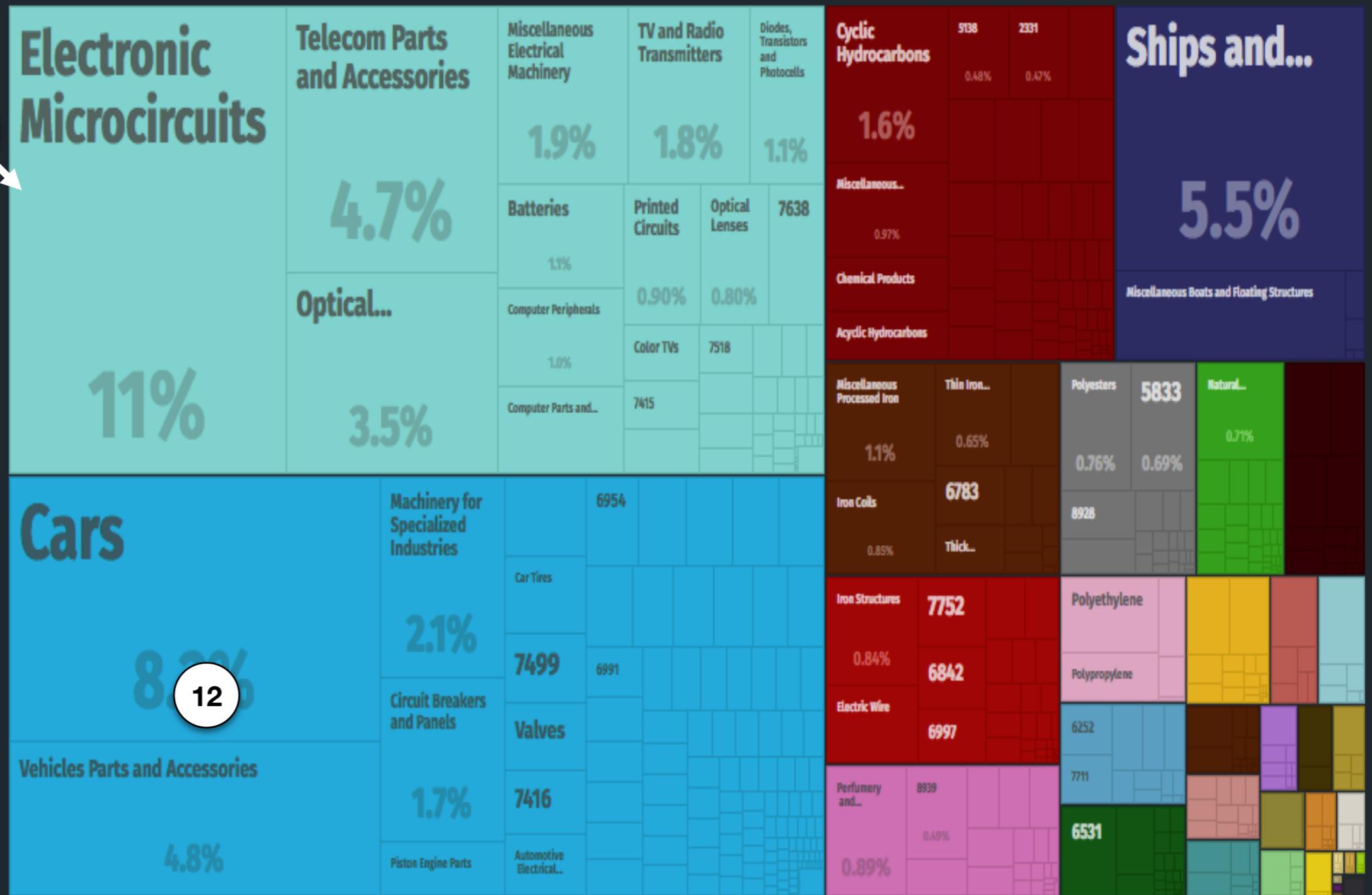
PRODUCT

- Exporters
- Importers

BILATERAL

- Exports to Destination
- Imports from Origin
- Exports by Product
- Imports by Product

11



12

NETWORK **RINGS**

GEO MAP **LINE**

SCATTER

COUNTRY

South Korea

PARTNER

All

TRADE FLOW

Export

DATASET

SITC

YEAR

2016

3

4

5

6

7

8

9

10



Depth SITC2 SITC4 Show All Years Color Category

BUILD VISUALIZATION

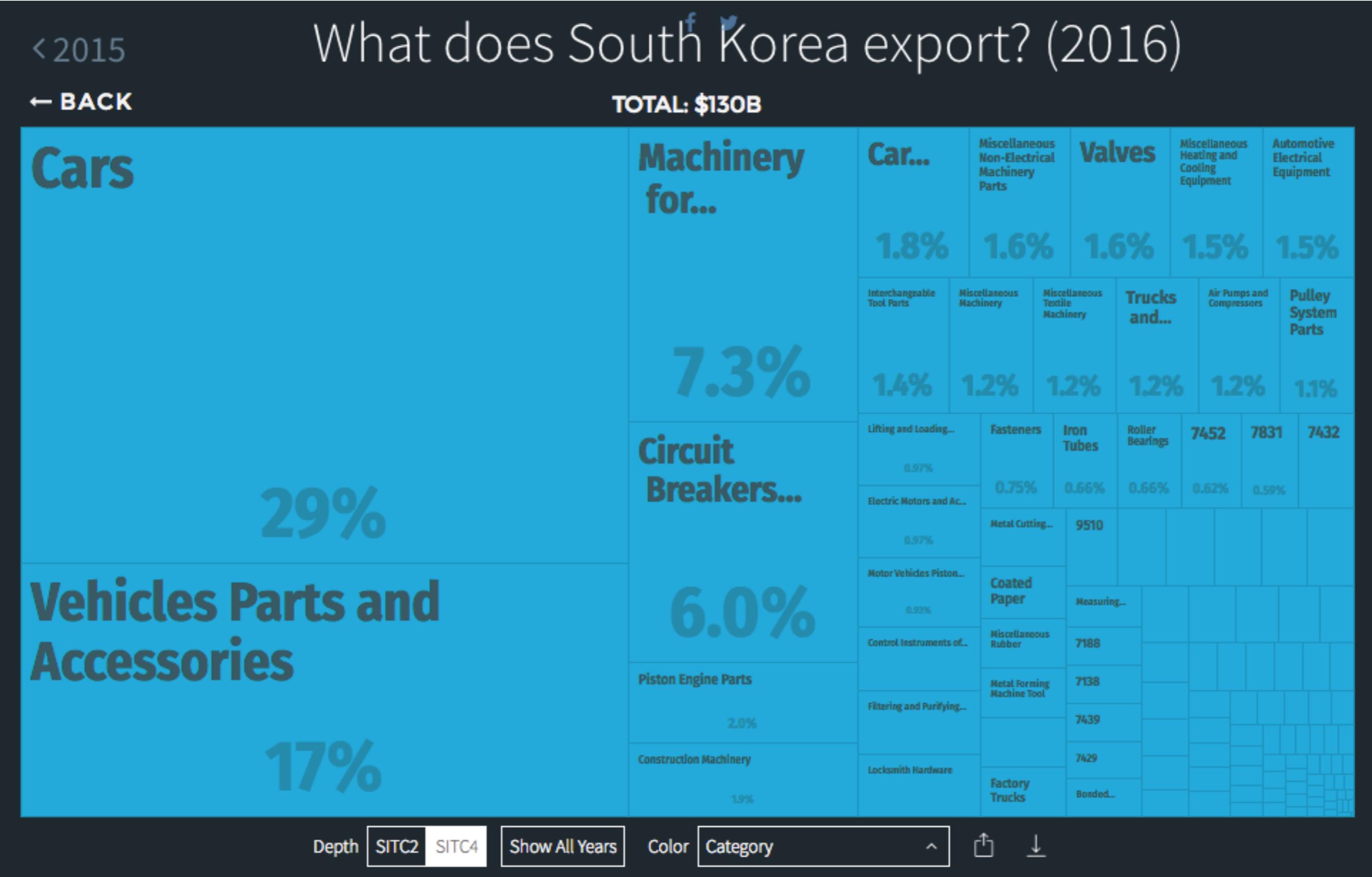
Directions

- 3. Type in or select under “COUNTRY” the country you wish to see, and for this lesson type in “South Korea.”**
- 4. Type in the name of a country under “PARTNER” to see specifically what the country exports / imports to a specific country.**
- 5. Click on “Export” under “TRADE FLOW” to change to “Imports.”**
- 6. Click on “DATASET” to select the “SITC” dataset.**
- 7. Click and select under “YEAR” the year you wish to see for the country’s exports/imports for that selected year.**

Directions (cont.)

- 8. Once you have selected the country, partner, trade flow, and/or year click on “BUILD VISUALIZATION”**
- 9. Click on the Depth’s “SITC2” to see a more generalized list of exports. Click on the “SITC4” to see a more detailed list.**
- 10. Click on the icon and select “Isolate” to see a more detailed list of that specific categories exports. Be sure to have the HS4 selected to see the detailed list.**
- 11. Alternate way to select a year: use the arrows to move between years.**
- 12. Click on the export to see more details. In this example click on “Cars” to see more details.**

When “Isolate” and “SITC4” are selected for “Machinery,” then you will see the following detailed chart of transportation exports.



When you click on “Cars” you will see more detailed information and a list of related questions for additional information.



What does South Korea export? (1962)

1963 >

TOTAL: \$54.5M



< 1964

What does South Korea export? (1965)

1966 >

TOTAL: \$165M

Textile Fabrics

16%

Garments

16%

Fish Seafood

12%

Mining

11%

Construction Materials and Equipment

11%

Metal Products

8.5%

Misc Agriculture

4.3%

Processed Minerals

4.3%

Not Classified

5.1%

Machinery

2.4%

Leather

2.4%

Home and Office Products

1.3%

Animal Fibers

0.68%

Milk Cheese

Electronics

0.90%

Chemicals and...

Food...

Other Chemicals

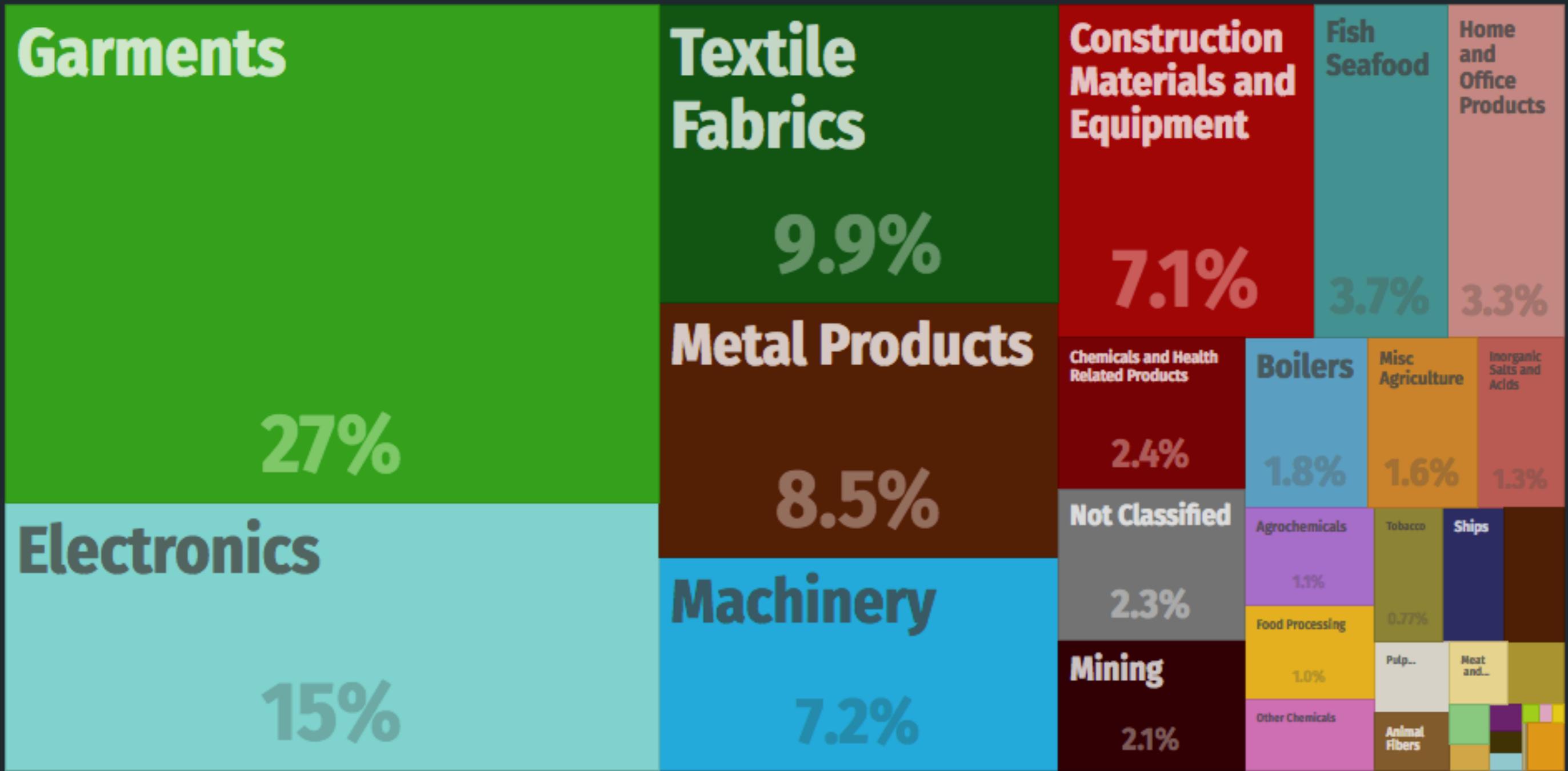
Aircraft

< 1979

What does South Korea export? (1980)

1981 >

TOTAL: \$16.6B

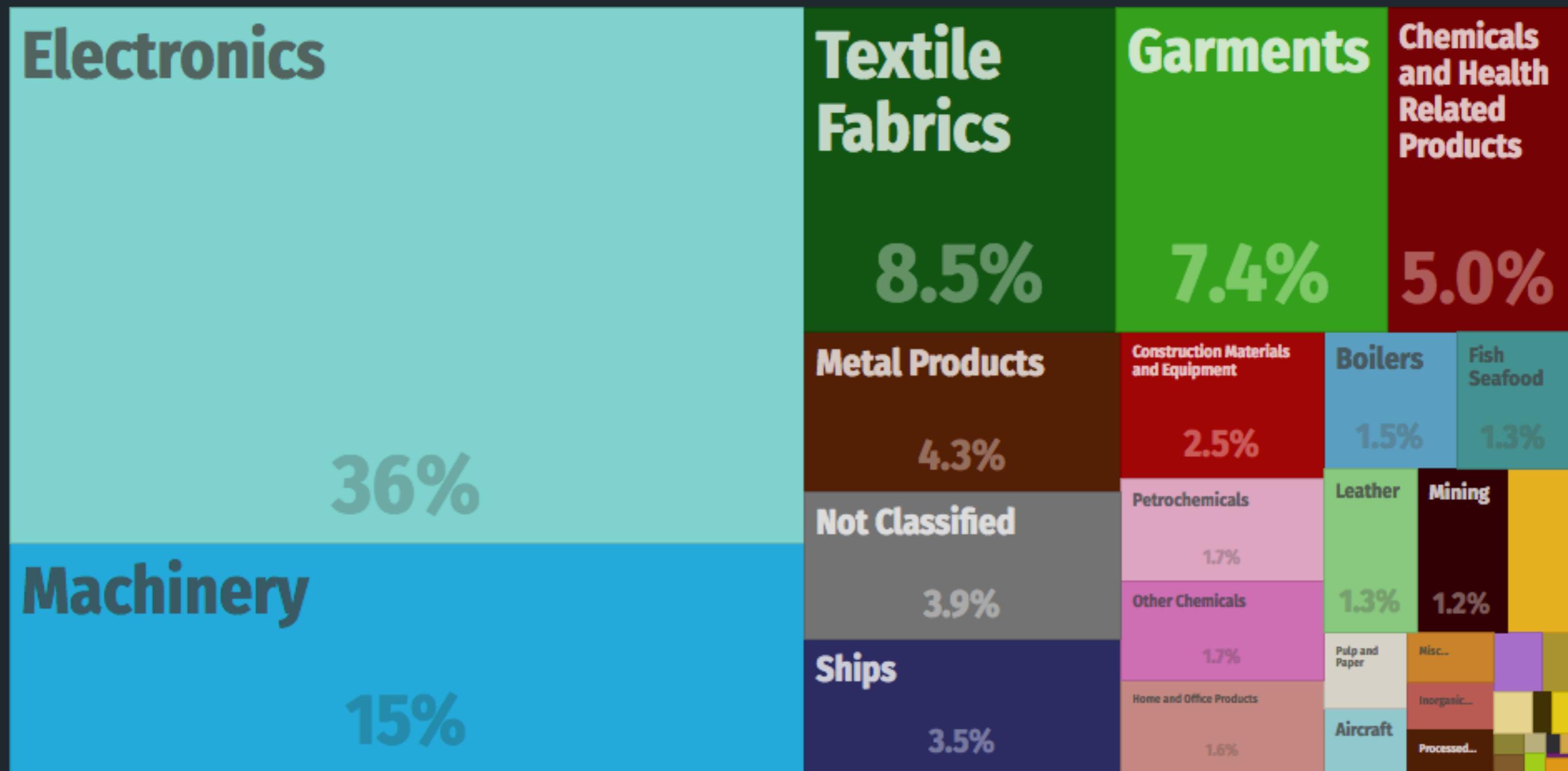


< 1994

What does South Korea export? (1995)

1996 >

TOTAL: \$108B

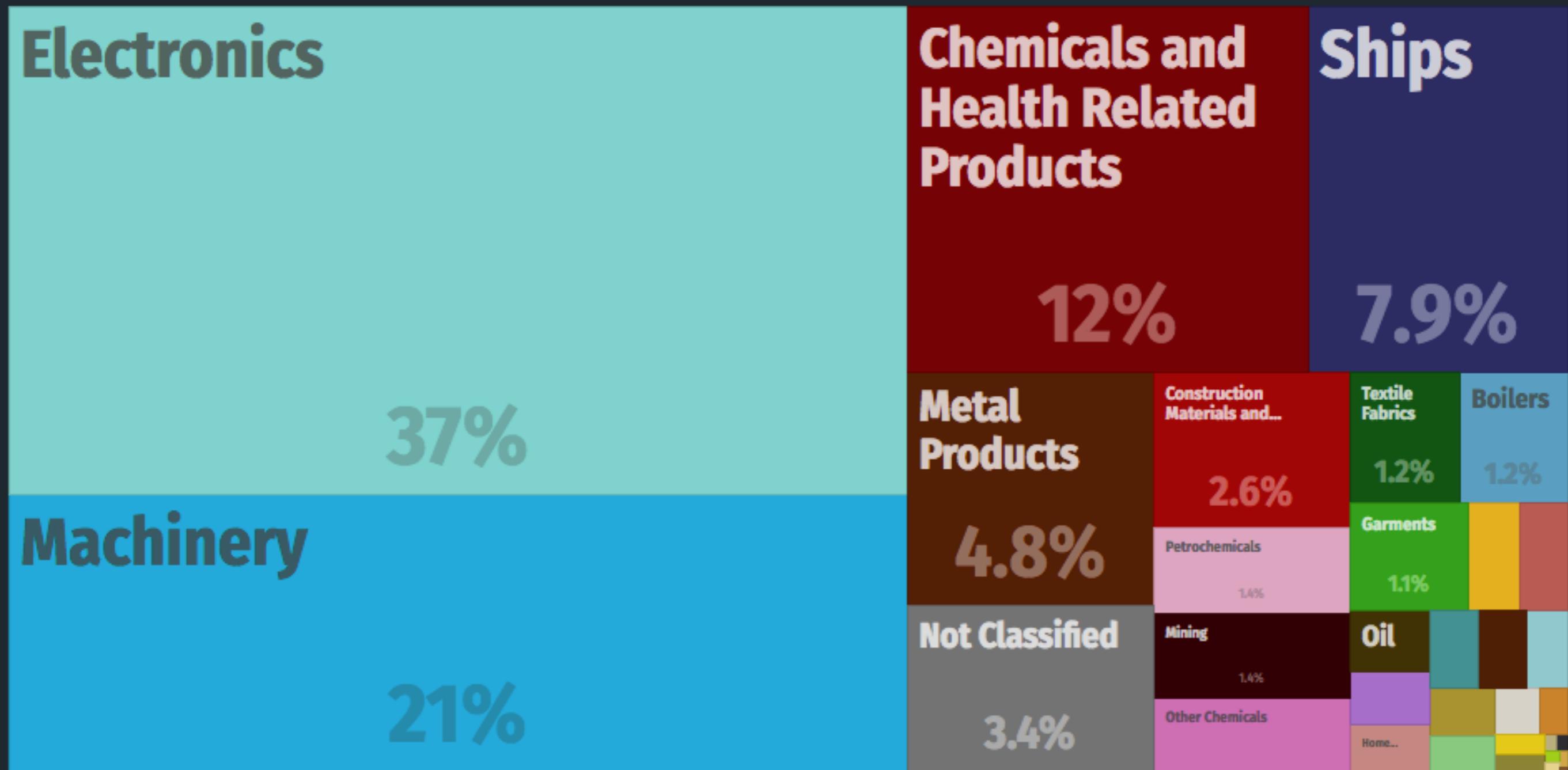


< 2009

What does South Korea export? (2010)

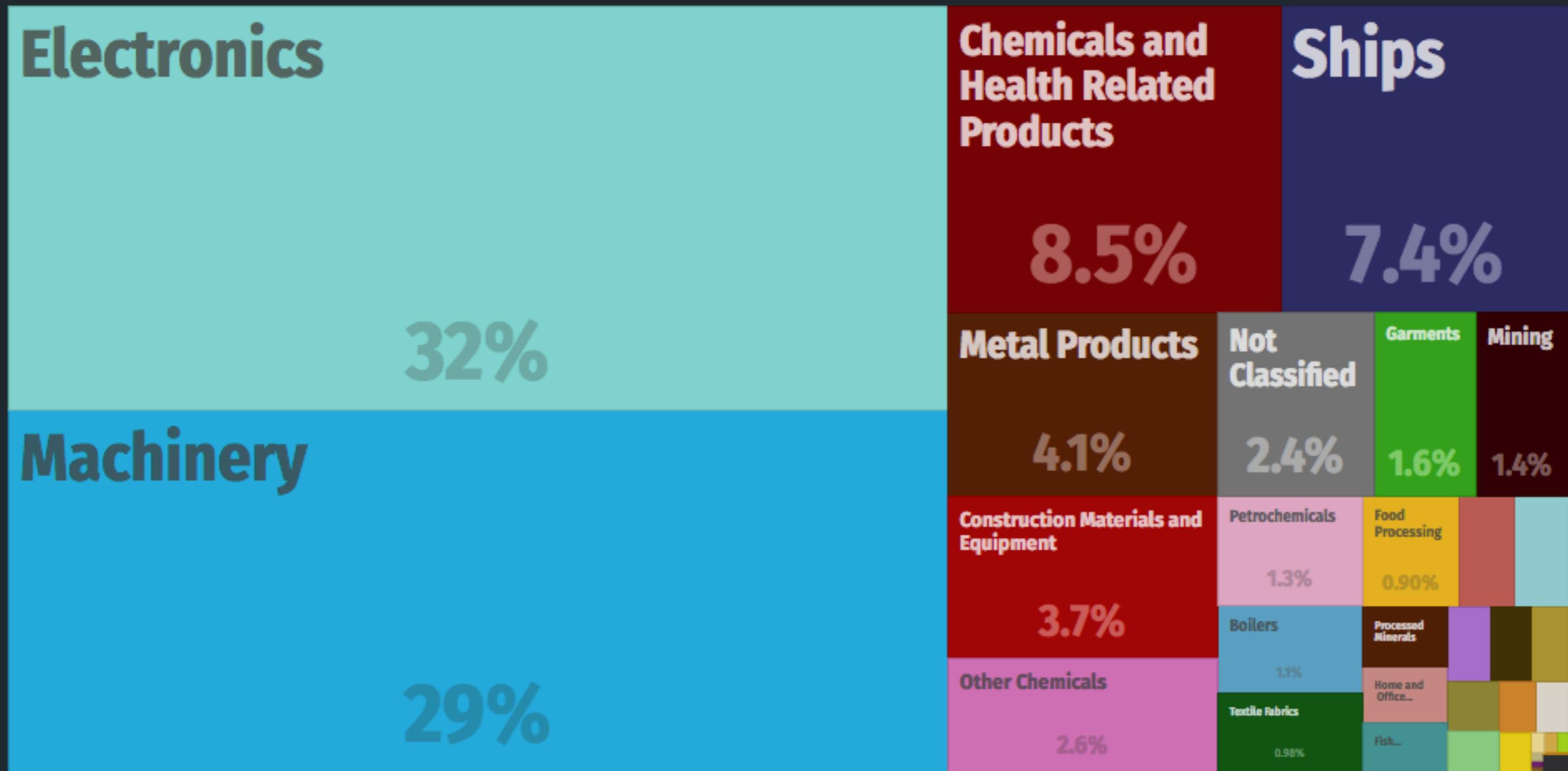
2011 >

TOTAL: \$429B



What does South Korea export? (2016)

TOTAL: \$455B



Selected Exports for South Korea 1962-2016

Student Name: _____

DIRECTIONS:

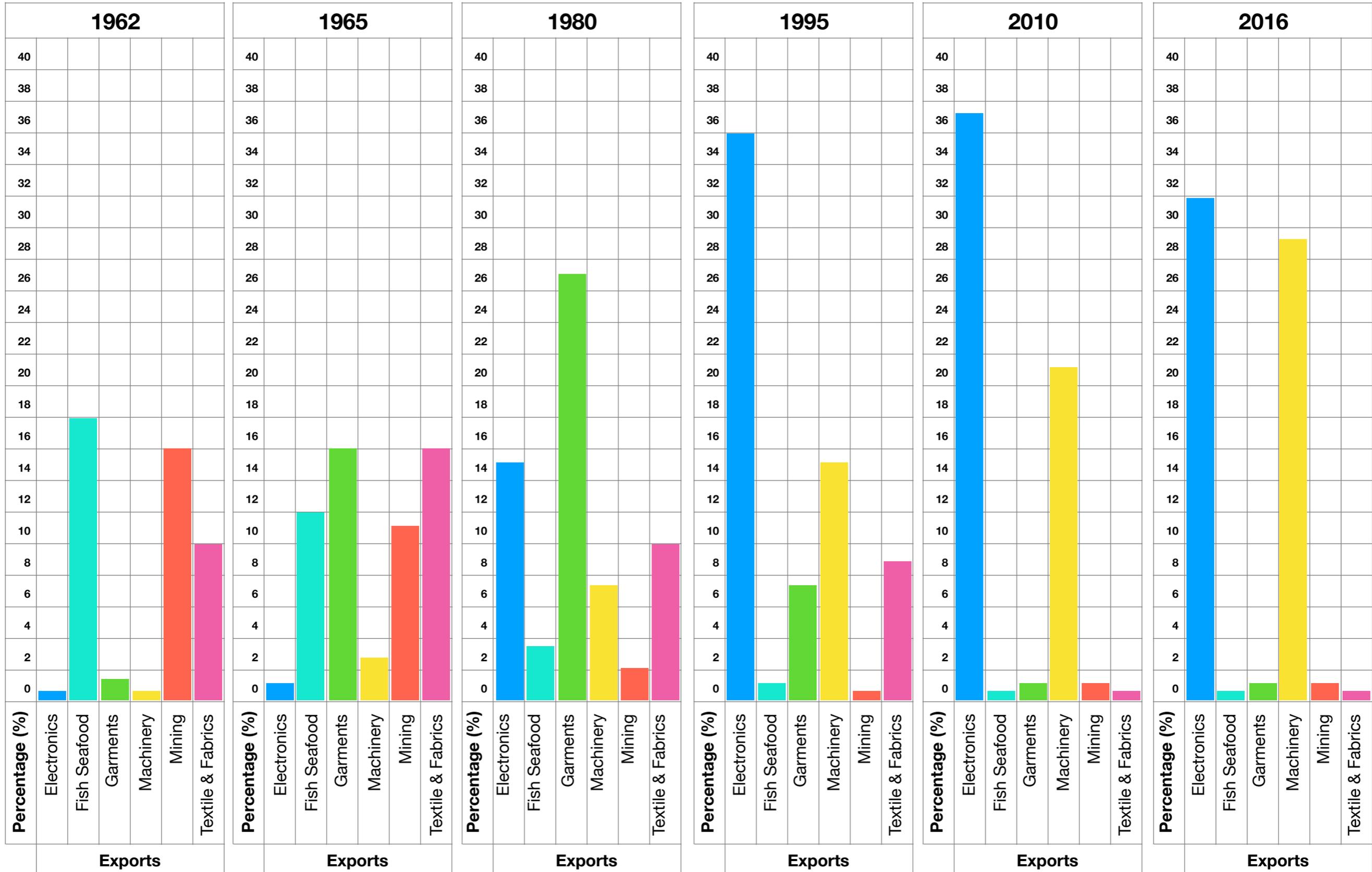
Go to the <https://atlas.media.mit.edu> website and click on "VISUALIZATIONS."

Select "South Korea" as the "COUNTRY" and "SITC" as the "DATASET."

Select each of the selected dates in the graphs below to find the percentage for each category using the "SITC2" depth.

Each category should be shaded in with a different color, and the color used for each individual category should be the same used on all remaining graphs.

ANSWER KEY



Selected Exports for South Korea 1962-2016 Part 2

Student Name: _____

DIRECTIONS:

Go to the <https://atlas.media.mit.edu> website and click on "VISUALIZATIONS."

Select "South Korea" as the "COUNTRY" and "SITC" as the "DATASET."

Be sure the year selected is 2016 and the depth is "SITC4."

Write in the detailed examples from the graph in the box next to each of the selected categories.

For the last box write out in 4-5 sentences how South Korea's exports have changed since 1962. Use examples from the chart below and examples from the previous years of 1965, 1980, and 1995.

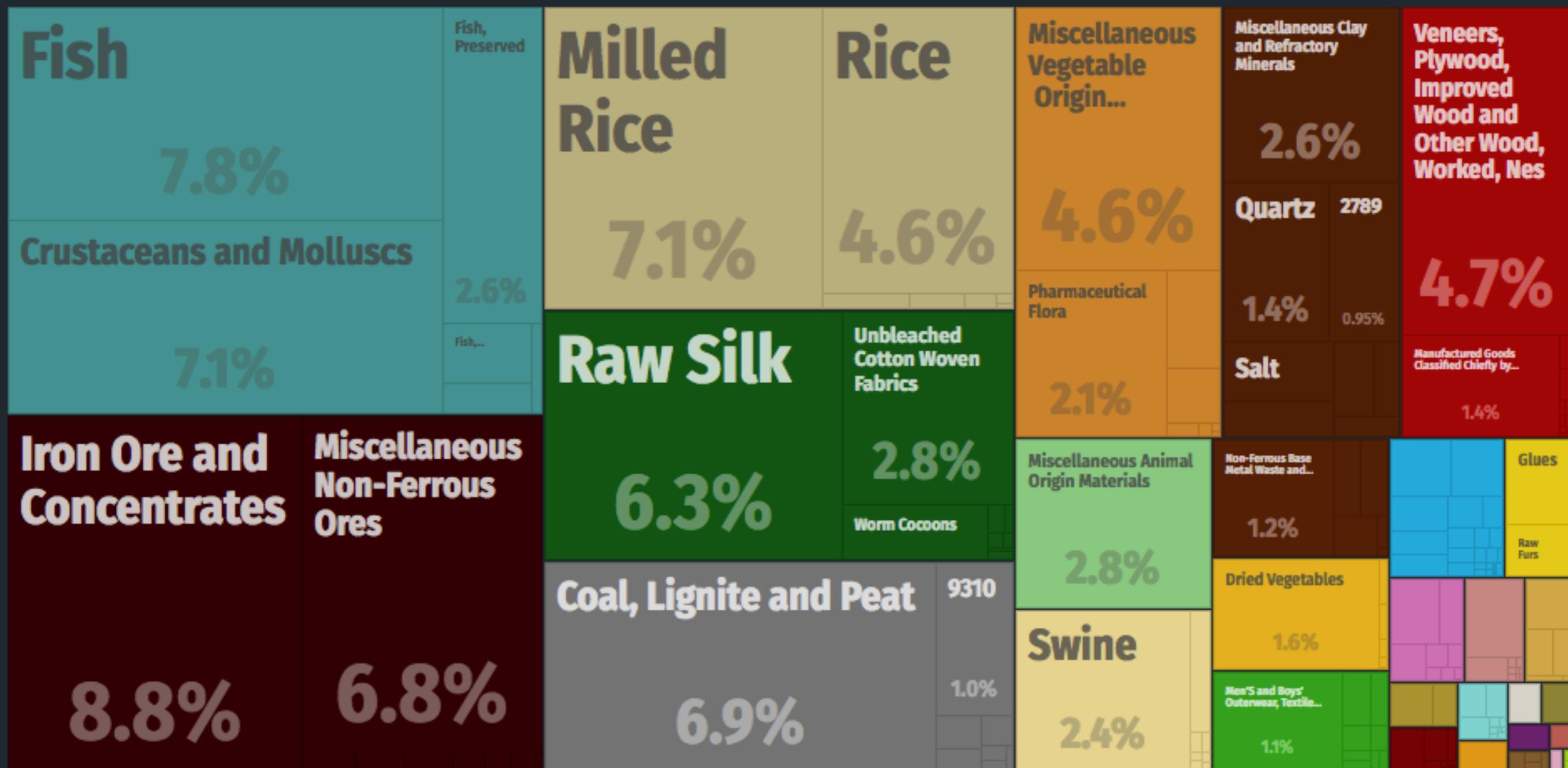
Selected Exports for South Korea	Detailed Examples with Percentages for 2016 Exports
Electronics	
Fish Seafood	
Garments	
Machinery	
Mining	
Textile & Fabrics	

Short Essay: Explain how South Korea's exports have changed from 1962 to 2016.

What does South Korea export? (1962)

1963 >

TOTAL: \$54.5M

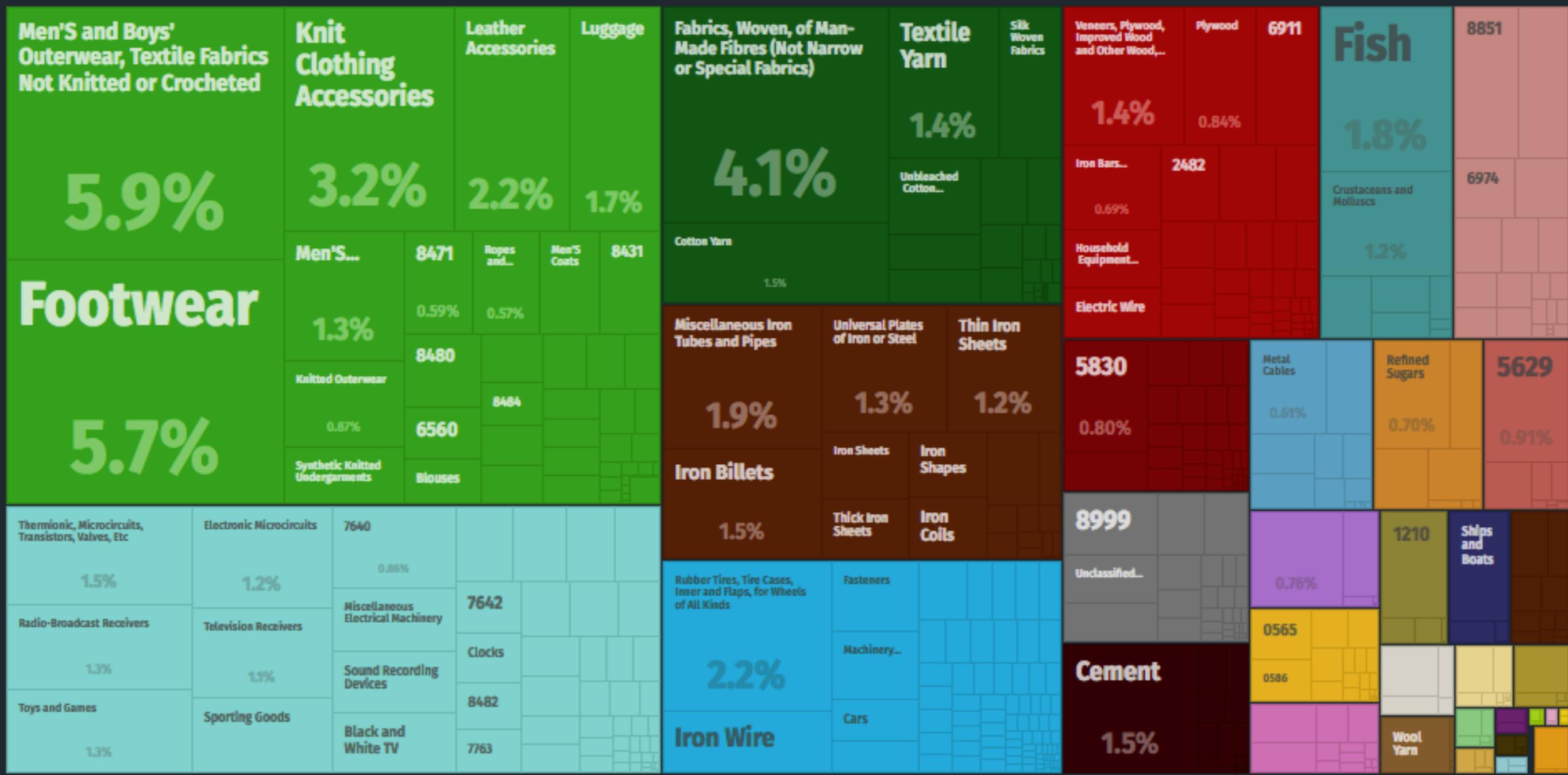


< 1979

What does South Korea export? (1980)

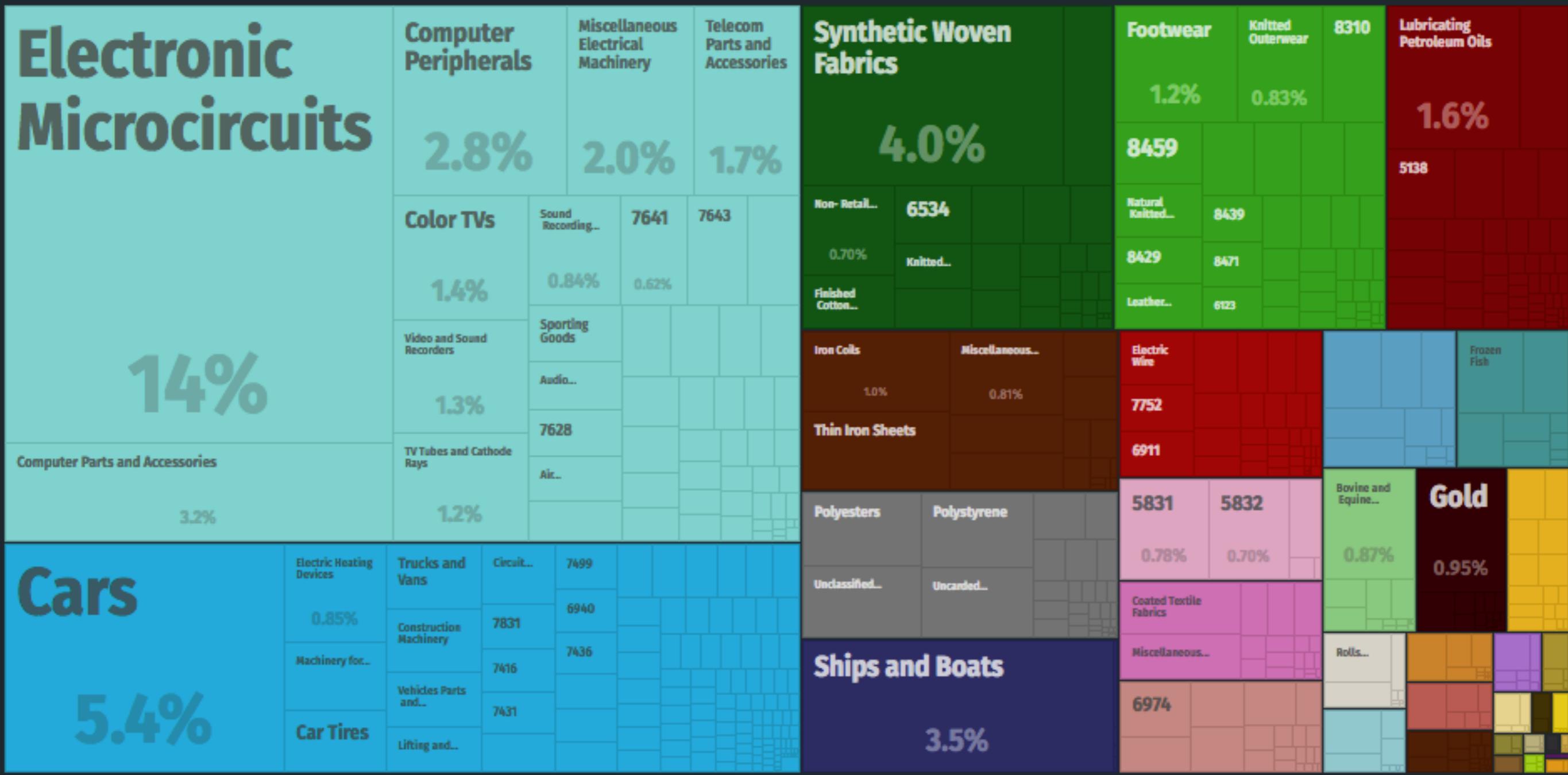
1981 >

TOTAL: \$16.6B



What does South Korea export? (1995)

TOTAL: \$108B

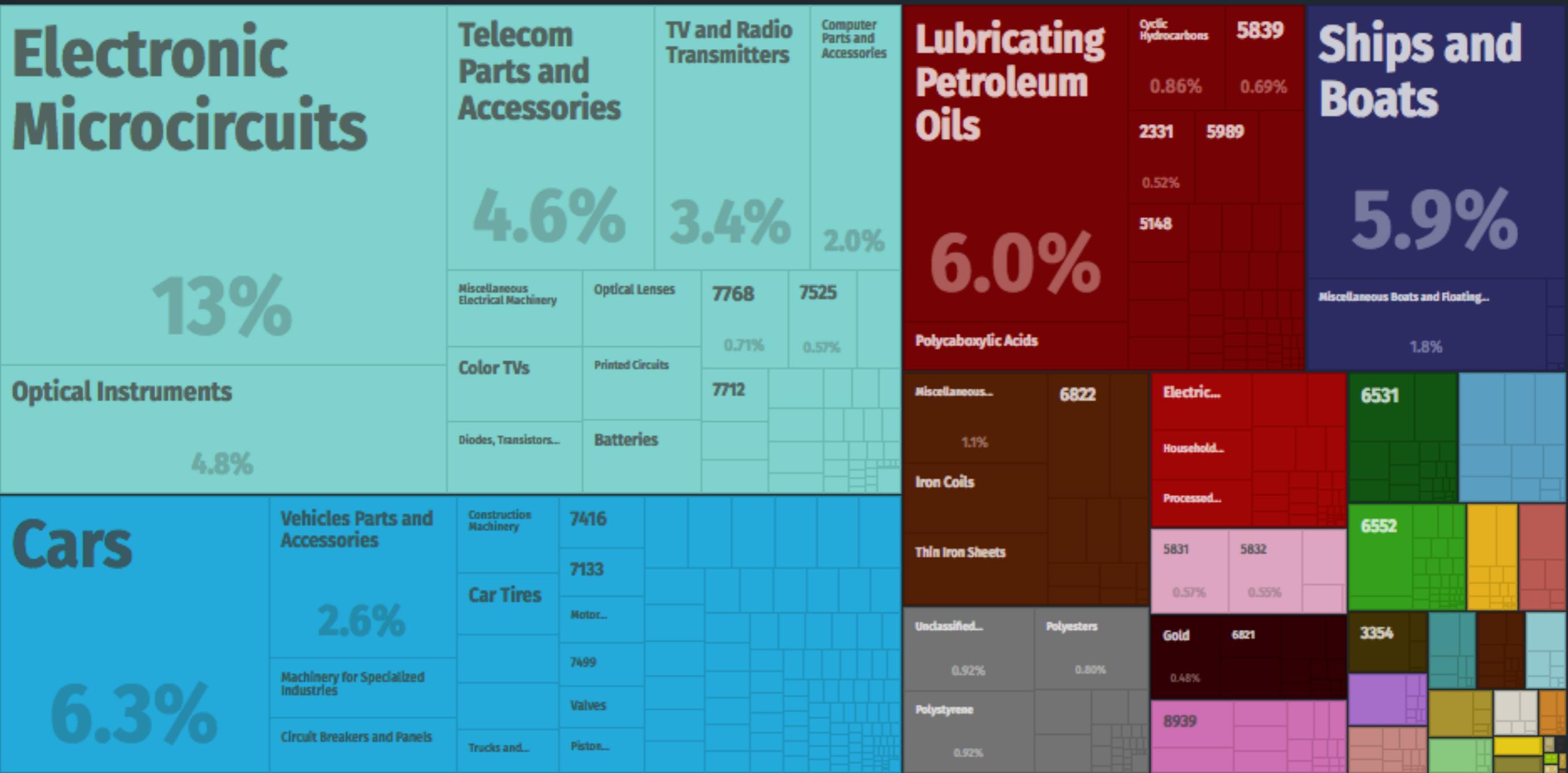


< 2009

What does South Korea export? (2010)

2011 >

TOTAL: \$429B



Discussion Questions

1. What are the six export industries that “power the country’s economy?”
2. Why are these industries crucial to the economy?

POWER OF SIX

arirang NEWS

arirang NEWS

0:05 / 1:44

CC Settings Full Screen

Six industries driving Korean exports, as other industries stagnate

Source: <https://www.youtube.com/watch?v=Umidd8JwO04>

PROPORTION OF KOREAN INDUSTRIES' OVERSEAS SALES



arirang
NEWS

Source: CEO Score

Source: <https://www.youtube.com/watch?v=Umidd8JwO04>



Discussion Questions

1. How widespread is Samsung's influence in South Korea? Give specific examples.
2. How is Samsung influencing Korean popular culture?
3. What is the "Korean Dream?"

South Korea's biggest company produces ships and military hardware

Source: <https://www.youtube.com/watch?v=gAGqpJUkzco>

USA and South Korea Trade

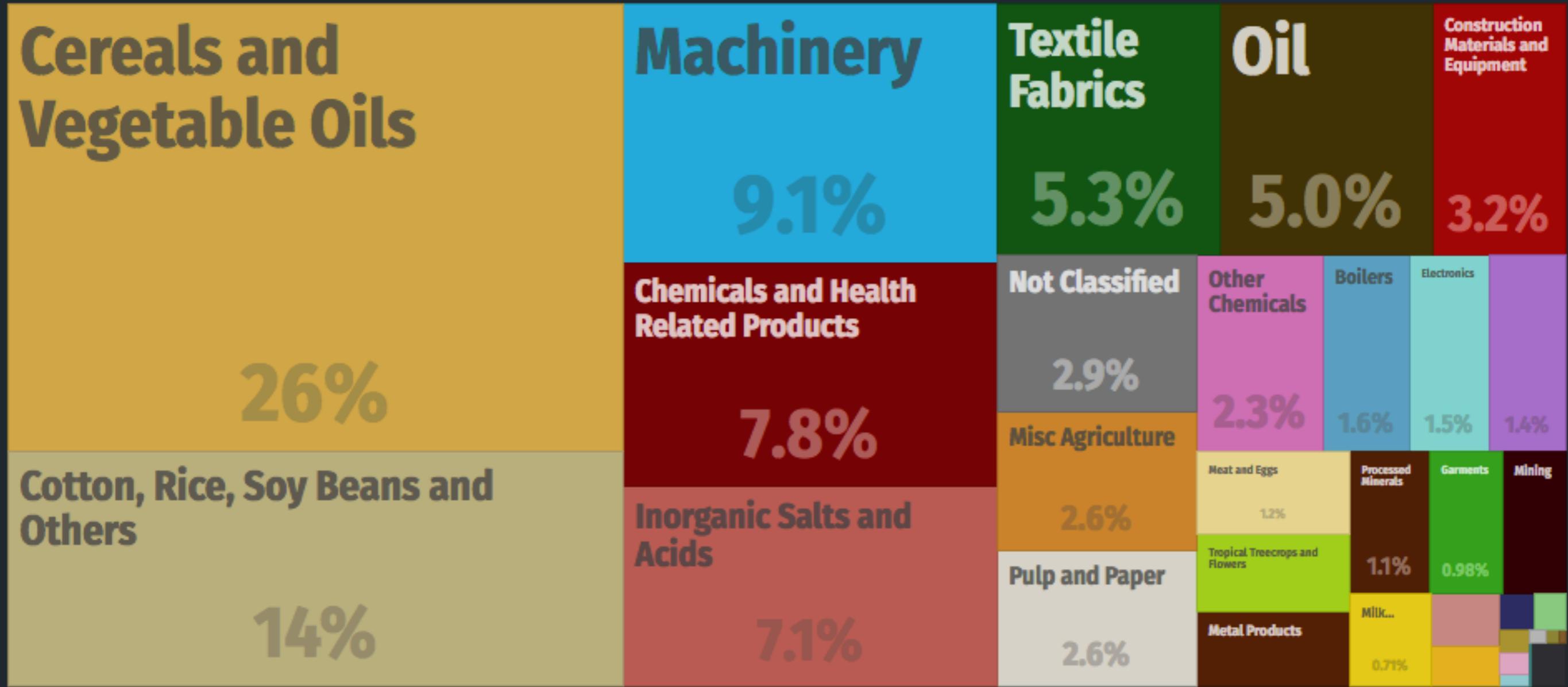
Student Name: _____

Questions	1963	1985	2016
<p>What did South Korea IMPORT from the United States?</p>	Total: \$	Total: \$	Total: \$
<p>What did South Korea EXPORT to the United States?</p>	Total: \$	Total: \$	Total: \$

Explain how South Korea's exports to the United States have changed from 1963 to 2016.

< 1962 What does South Korea import from the United States? (1963) 1964 >

TOTAL: \$284M



< 1962

What does South Korea export to the United States? (1963)

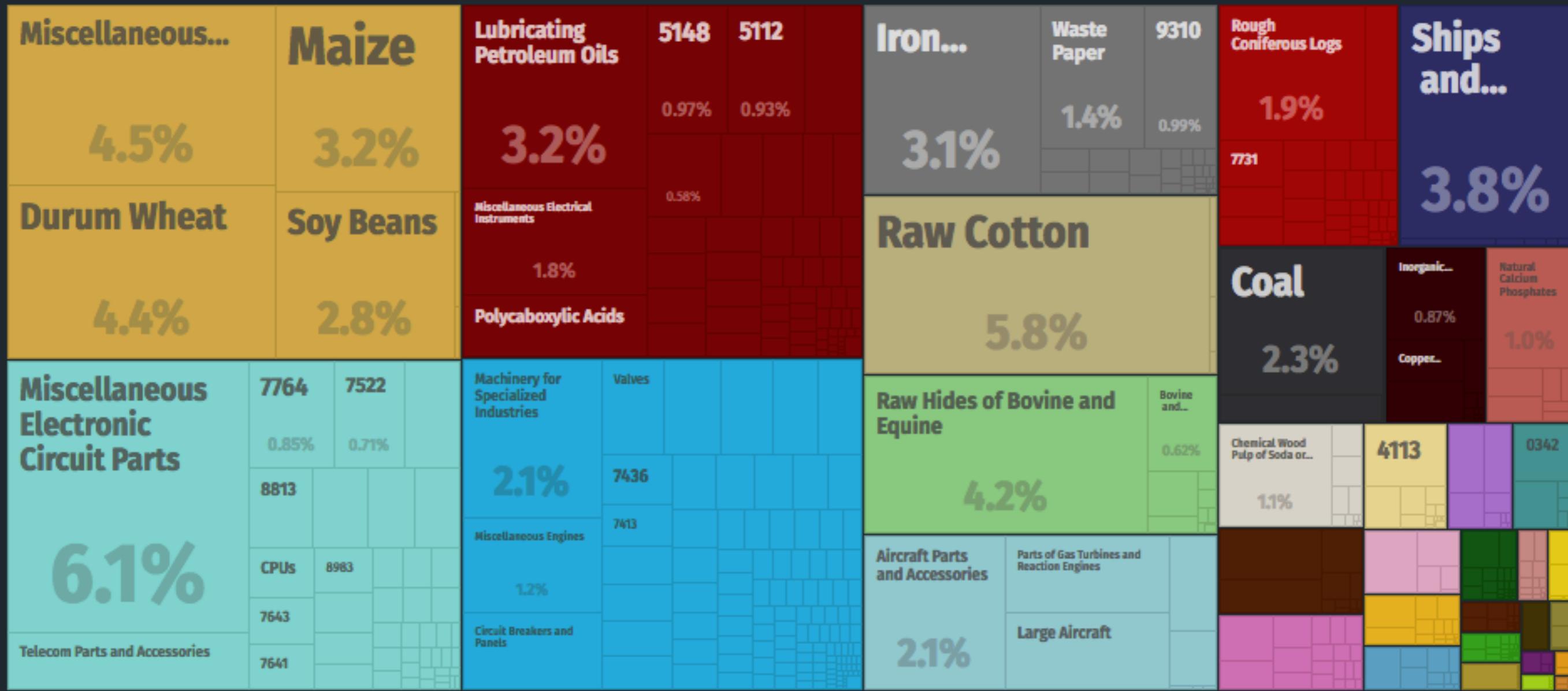
1964 >

TOTAL: \$22.3M



< 1984 What does South Korea import from the United States? (1985) 1986 >

TOTAL: \$6.17B

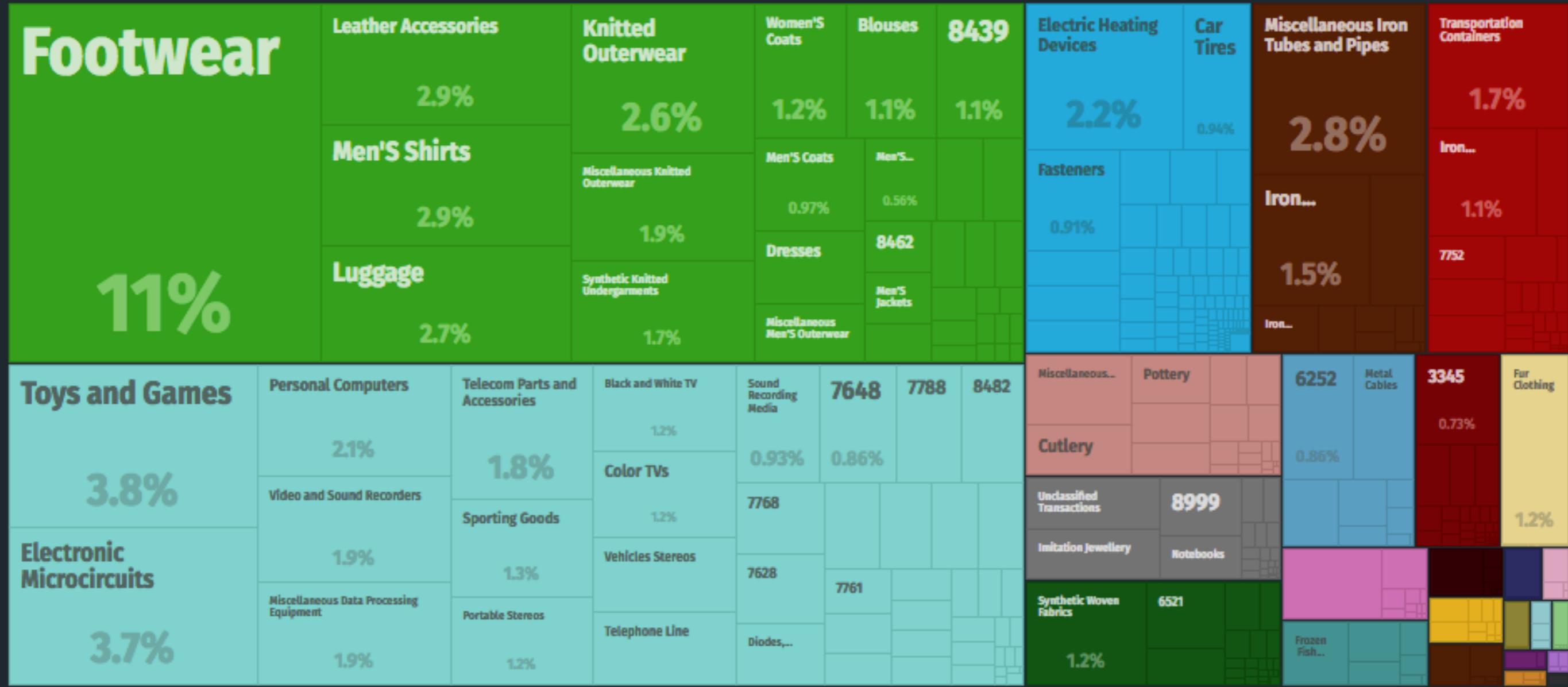


< 1984

What does South Korea export to the United States? (1985)

1986 >

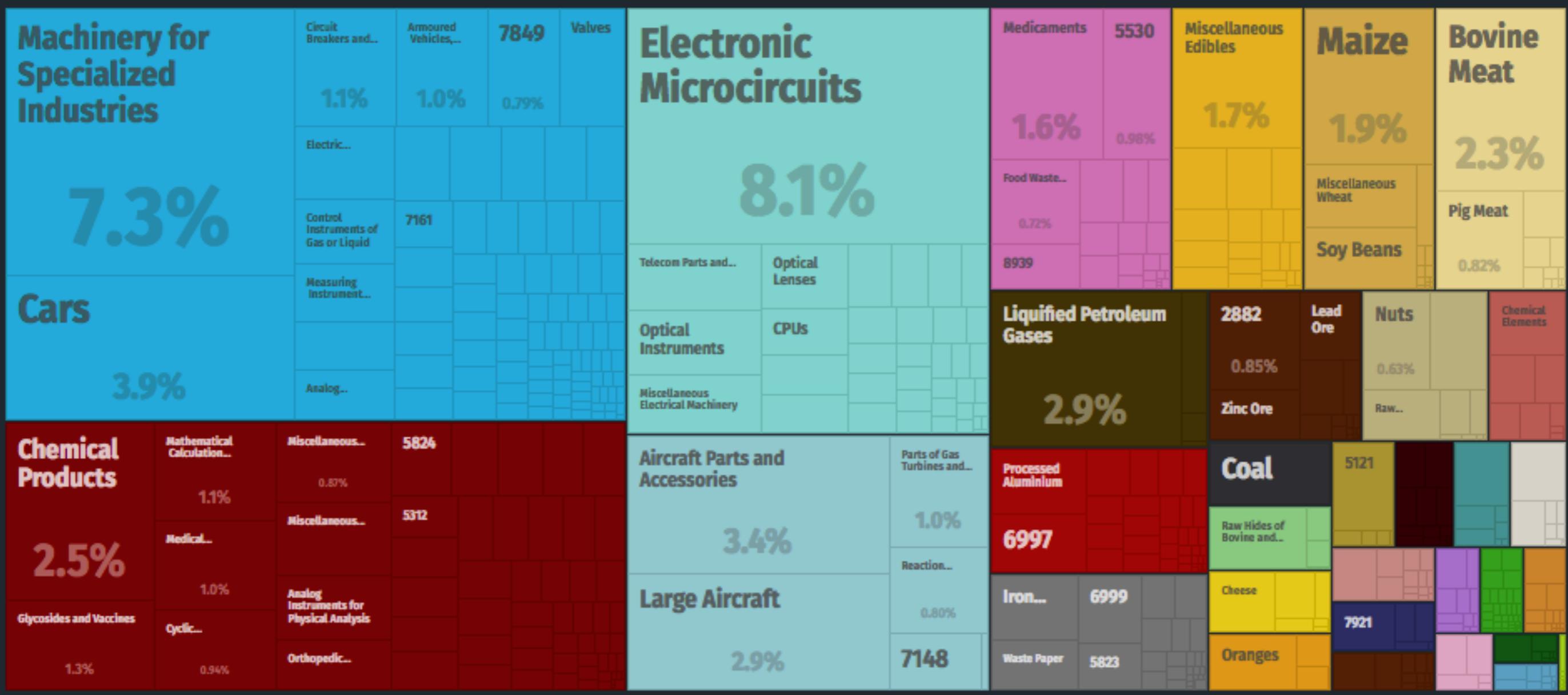
TOTAL: \$10.1B



< 2015

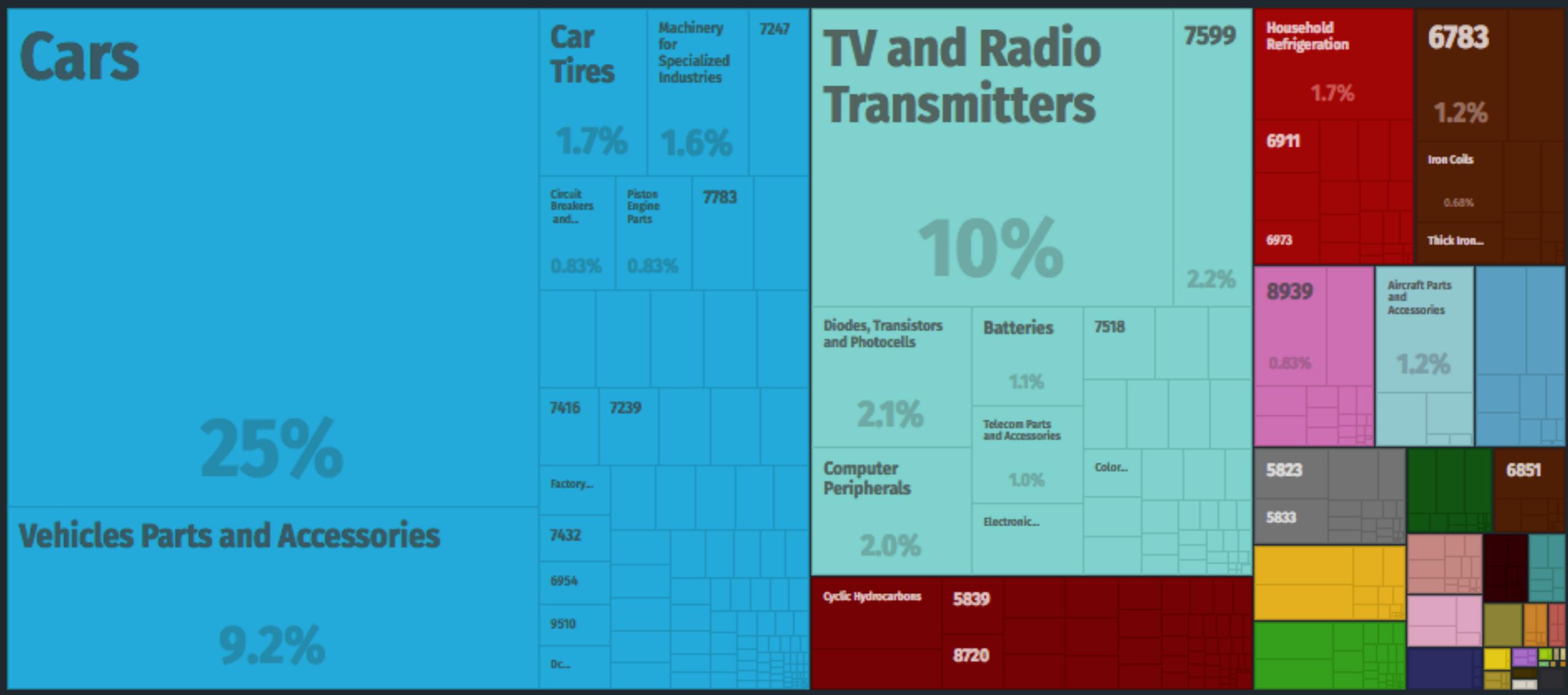
What does South Korea import from the United States? (2016)

TOTAL: \$43B



< 2015 What does South Korea export to the United States? (2016)

TOTAL: \$63.4B



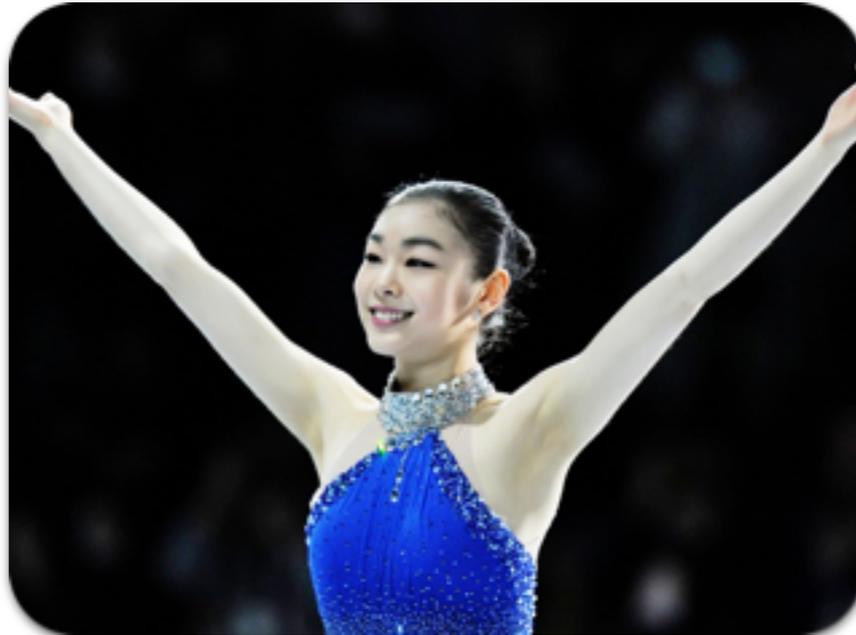
Who are these famous Koreans?



1



2



3



4



5



6

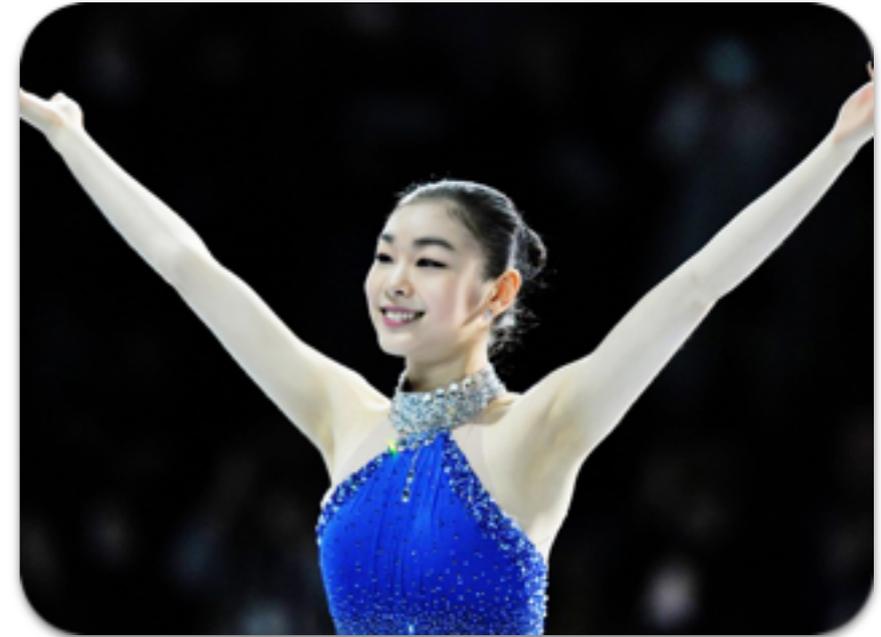
Who are these famous Koreans?



Psy



Daniel Dae Kim



Yuna Kim



Hyun-jin Ryu



John Cho



Ban Ki-moon



Discussion Questions

1. What is meant by South Korea's "soft power?"
2. What is the K-Wave?
3. Why are Korean dramas popular around the world?

On the road: South Korea popular culture

Source: https://www.youtube.com/watch?v=BvYMq82FI_k

Korean wave makes a splash worldwide

Last weekend's KCON event in Los Angeles illustrated the power of K-pop

August 23, 2017



Oh! My Girl perform at KCON in Los Angeles © Getty

Discussion Questions

1. Explain the title of the article.
2. How has the Korean Wave impacted the United States?
3. Who are the K-Pop fans in the United States?
4. What is the future of the Korean Wave?

Korean wave makes a splash worldwide

Last weekend's KCON event in Los Angeles illustrated the power of K-pop

August 23, 2017



Oh! My Girl perform at KCON in Los Angeles © Getty

O

We're five years on from what MTV referred to as the "Summer of Psy", when a boisterous Buddha-bellied K-pop rapper named Psy made partygoers worldwide pretend to swing a lasso while riding a pony and singing "oppla Gangnam style". Psy's 2012 entrance into the global consciousness was a milestone for Hallyu, which roughly translates as "Korean Wave", an all-encompassing term for South Korean cultural exports.

That same year was the inaugural KCON, a convention put on by South Korean conglomerate CJ, which celebrates and showcases Hallyu in all its forms: K-pop, K-drama TV shows and K-beauty products.

Back then it was a small event held in Irvine, California, an hour out of Los Angeles. Fast forward to today, and there have been KCONs in Paris, Mexico City, Abu Dhabi and New York, and there's one planned for Sydney in September, but the KCONs in Tokyo — where K-pop thrives — and LA are by far the biggest.

Last weekend at the Los Angeles Convention Center, KCON LA drew more than 85,000 fans, many of whom had travelled hundreds or even thousands of miles to see their favourite groups.



K-pop group SF9 on stage at KCON in Los Angeles © Greg Doherty/Getty Images

That KCON continues to grow points to the fact that Hallyu is less of an ebbing-and-flowing "wave" to the west, and more of a gradually expanding

stream. In the US, K-pop makes regular splashes when groups such as BTS or solo artists such as G-Dragon play to sold-out crowds of screaming fans. BTS won a Billboard Music Award last year; cartoon sitcom *Family Guy* parodied K-pop artist HyunA's hit song "Bubble Pop" last year; and Korean rapper CL is rumoured to be joining the Black Eyed Peas sometime in the near future.

The genre has persisted mainly because K-pop record labels are assiduous in catering to fans. As an example, the group Wanna One, who took the stage in Los Angeles on Sunday, were selected one-by-one on the South Korean reality TV show *Produce 101* by the "National Producer", aka the audience at home (like the *American Idol* talent show, but for 11 members). Or take the group Seventeen, who played on Saturday night at KCON. Seventeen comprises 13 members, each with a distinctive personality, and each beloved by a subset of fans. Your favourite group member is called your "bias", and each group gives rise to a complex array of fan activity: fan meet-ups, erotic fan-fiction, K-pop cosplay, and covers of the music video choreography for each song.

On Saturday, when Seventeen took the stage to perform five hits — "Don't Wanna Cry", "Habit", "Swimming Fool", "Very Nice" and "Rock" — the fans screamed themselves hoarse whenever their bias sang or appeared on the Staples Center's jumbotron screen. And each of the acts that played KCON, from new girl-group Cosmic Girls, to dancehall-inspired boy-girl group K.A.R.D., to huge boy bands such as VIXX, GOT7 and NCT 127, brought an individual sound and visual experience. Overall, though, this is a relentlessly sugary brand of pop: you need a sweet tooth for this music.

S



Some fans had travelled thousands of miles to the Los Angeles KCON

till, it appeals to an increasingly diverse fan base. A large percentage of the fandom in the US is black, or of Middle Eastern or south-east Asian descent. Such inclusivity is part of the draw for people like Ashley Griffin, better known as "[multifacetedacg](#)", a YouTube personality known for her passionate real-time reactions to K-pop videos. "It's a part of the fabric of who you are," she says. "It's an extension of your culture. It's obviously ethnically not ours, but the appreciation makes it that much more important to you. When it starts to reverberate in everything you do, that's when it's not a fad any more."

Griffin served as moderator on several KCON panels that illustrated how K-pop's audience has a diverse age profile as well. While the squeaky clean acts (some groups have been rumoured to have chastity clauses in their contracts) are ultimately marketed to South Korean kids, K-pop has found a place in the hearts of older fans and even academia. Panels accordingly focused not only on the more *aegyo* (Korean for "cute") aspects of Hallyu but also on subjects such as "Black American Music and K-pop" — there's a fraught history of

appropriation by K-pop artists — and “Cross-Cultural Clashes in Hallyu”. Topics ranged from the occasional instances of blackface in K-pop to the LGBT communities who follow K-pop, and South Korea’s own struggles with discrimination against gay people.

K-pop’s inclusive aspect is not lost on the young fans. Vicky, a 13-year-old K-pop choreography aficionado from Northern California who was attending her first KCON, said being around so many other fans makes her feel at home. “This generation of K-pop is more international,” she said. “Acts like 2NE1 and The Wonder Girls brought it to the US, and this generation, like BTS and Seventeen, is pushing that.”

The broad reach of Hallyu is intentional: the South Korean entertainment industry is investing heavily in the music and TV shows, so it’s imperative that they reach audiences beyond South Korea in order to survive. Further growth looks likely, if KCON’s expansion is anything to go by. Five years after the Summer of Psy, when a national culture became a global subculture, the Korean Wave shows no sign of receding.

Discussion Questions

- 1. Explain the title of the article.**
- 2. How has the Korean Wave impacted the United States?**
- 3. Who are the K-Pop fans in the United States?**
- 4. What is the future of the Korean Wave?**

Directions

1. Go to: pantheon.media.mit.edu
2. Type in the name of the Birth Country: "South Korea."
3. Click on the category to select a name.

Not Secure | pantheon.media.mit.edu/treemap/country_exports/KR/all/-4000/2010/H15/pantheon

1

VISUALIZATIONS RANKINGS PEOPLE **PANTHEON** METHODS API ABOUT
MAPPING HISTORICAL CULTURAL PRODUCTION

Who are the globally known people born within present day South Korea*?
[4000 B.C. – 2010]

3

Total Exports: 34 individuals

Category	Percentage
Politician	41.18%
Actor	8.82%
Singer	5.88%
Social Activist	5.88%
Model	2.94%
Extremist	2.94%
Soccer Player	5.88%
Martial Arts	2.94%
Skater	2.94%
Chemist	2.94%
Physician	2.94%

2

BIRTH COUNTRY*
South Korea

CITY
All

RANKINGS

1. Ban Ki-moon
DIPLOMAT, b. 1944 (24.79)
2. Kim Dae-jung
POLITICIAN, b. 1925 (24.30)
3. Sejong the Great of Joseon
POLITICIAN, b. 1397 (24.27)
4. Yi Sun-sin
MILITARY PERSONNEL, b. 1545 (24.1)
5. Park Chung-hee
POLITICIAN, b. 1917 (24.06)
6. Masutatsu Oyama
MARTIAL ARTS, b. 1923 (23.99)
7. Chun Doo-hwan
POLITICIAN, b. 1931 (23.59)
8. Kim Young-sam
POLITICIAN, b. 1927 (23.53)
9. Yun Chi-ho
SOCIAL ACTIVIST, b. 1865 (23.51)
10. Roh Moo-hyun

Who are the globally known people born within present day South Korea?

Student Name: _____

Directions for Who are the globally known people born within present day South Korea? [4000 B.C. – 2010]

- Using the website: <http://pantheon.media.mit.edu/> complete the chart below for people from the selected “Birth Country” of “South Korea.”
- For the first three categories select one person from the website’s chart, write the person’s name under the category name, and then write a 3-4 sentence description detailing how this person is known globally.
- For the Student Choice category select one person from the website’s chart that is not from the first three categories.
- For the “Popular since 2010” category use the <https://www.ranker.com/list/famous-people-from-south-korea/reference> website to select a person who is currently one of the most popular persons from South Korea..

Categories	Description
Politician	
Actor/Singer/ Film Director/Musician	
Athlete	
Student’s Choice	
Popular since 2010	

OPTIONAL VIDEO

Discussion Questions

1. Explain the title of the article. What is the meaning and history of Hallyu?
2. What are the three different genres of entertainment that make up Hallyu?
3. What are impacts of Hallyu around the world? List up to 6 examples.

[Korean Culture Series] Korean Wave, Hallyu

Source: <https://www.youtube.com/watch?v=sT7yfX6ufuY&t=>

CLOSING ACTIVITIES

The Free Response Question

- A. Discuss three ways South Korea's exports have changed from after the Korean War to the present.
- B. List and discuss three reasons South Korea was able to go from one of the world's poorest countries in the 1960s to one of the wealthiest in 2017.
- C. Discuss two ways South Korea's imports and exports from the United States have changed since the end of the Korean War.
- D. Define the Korean Wave and give two examples of its global influence.



GEICO



SIEMENS



HYUNDAI

Circle the South Korean companies.



LG

ارامكو السعودية
Saudi Aramco



POSCO

HONDA

The Power of Dreams



ASIANA AIRLINES



ExxonMobil



GEICO[®]



SIEMENS



HYUNDAI



LG

ارامكو السعودية
Saudi Aramco



POSCO

HONDA



The Power of Dreams

ASIANA AIRLINES 

ExxonMobil



HYUNDAI



LG

POSCO



ASIANA AIRLINES 

What are the top 5 country destinations for South Korea's exports?

From the list of countries below select the top 5 country destinations for South Korea's exports...

Australia

Brazil

China

Hong Kong

India

Japan

North Korea

Philippines

Saudi Arabia

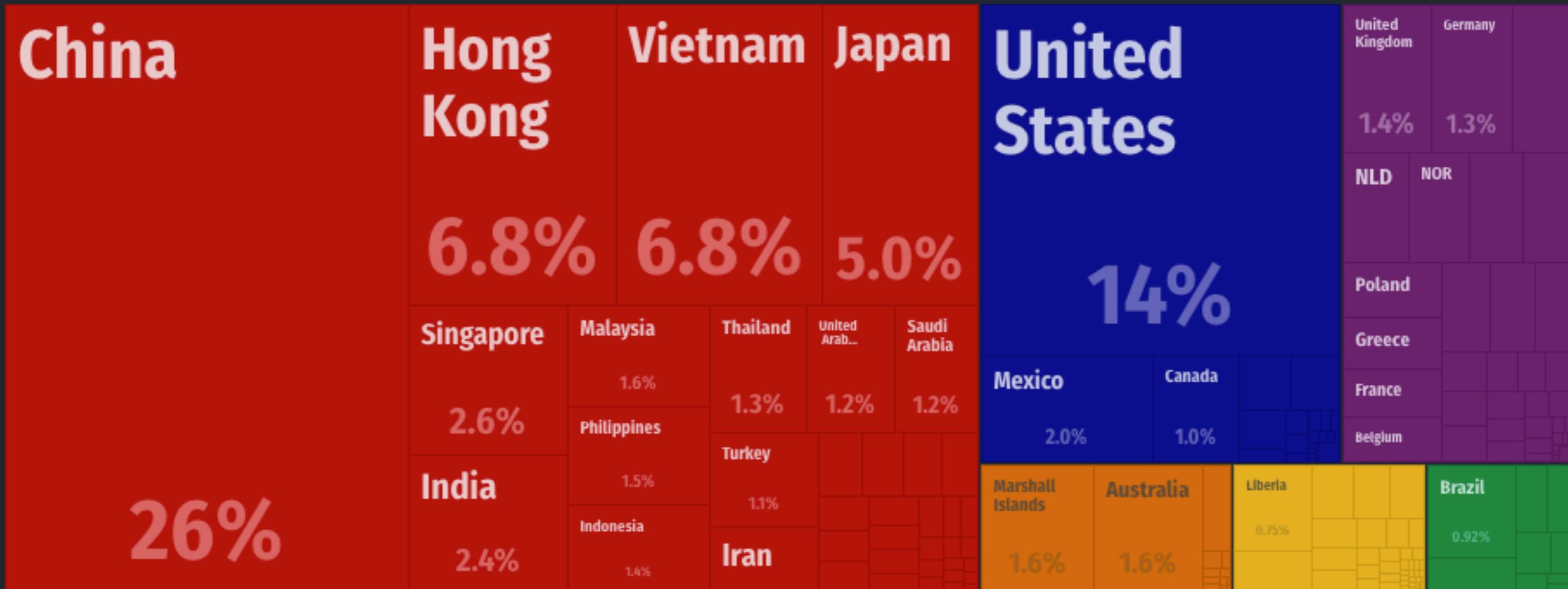
United Kingdom

United States

Vietnam

<https://atlas.media.mit.edu/en/profile/country/kor/>

TOTAL: \$483B



What are the top 5 country destinations for South Korea's exports?

From the list of countries below select the top 5 country destinations for South Korea's exports...

**Australia
Brazil
China
Hong Kong
India
Japan
North Korea
Philippines
Saudi Arabia
United Kingdom
United States
Vietnam**

**TOP FIVE
China
United States
Hong Kong
Vietnam
Japan**

ADDITIONAL ACTIVITY

**Match the following countries with the letter (A-E)
that correctly identifies the country's life
expectancy and income per person in 2013.**

- 1. China**
- 2. Japan**
- 3. North Korea**
- 4. South Korea**
- 5. United States**

Life Expectancy and Income Per Person for...	A	B	C	D	E
2013	71.8 years \$1,390	75.7 years \$11,800	80.9 years \$32,700	83 years \$35,600	79.1 years \$51,300

Match the following countries with the letter (A-E) that correctly identifies the country's life expectancy and income per person in 2013.

- 1. China**
- 2. Japan**
- 3. North Korea**
- 4. South Korea**
- 5. United States**

Life Expectancy and Income Per Person for...	North Korea	China	South Korea	Japan	United States
2013	71.8 years \$1,390	75.7 years \$11,800	80.9 years \$32,700	83 years \$35,600	79.1 years \$51,300

Directions

1. Go to the website: <https://www.gapminder.org>
2. Click on “Gapminder Tools”

GAPMINDER

GAPMINDER TOOLS



A dream come true!

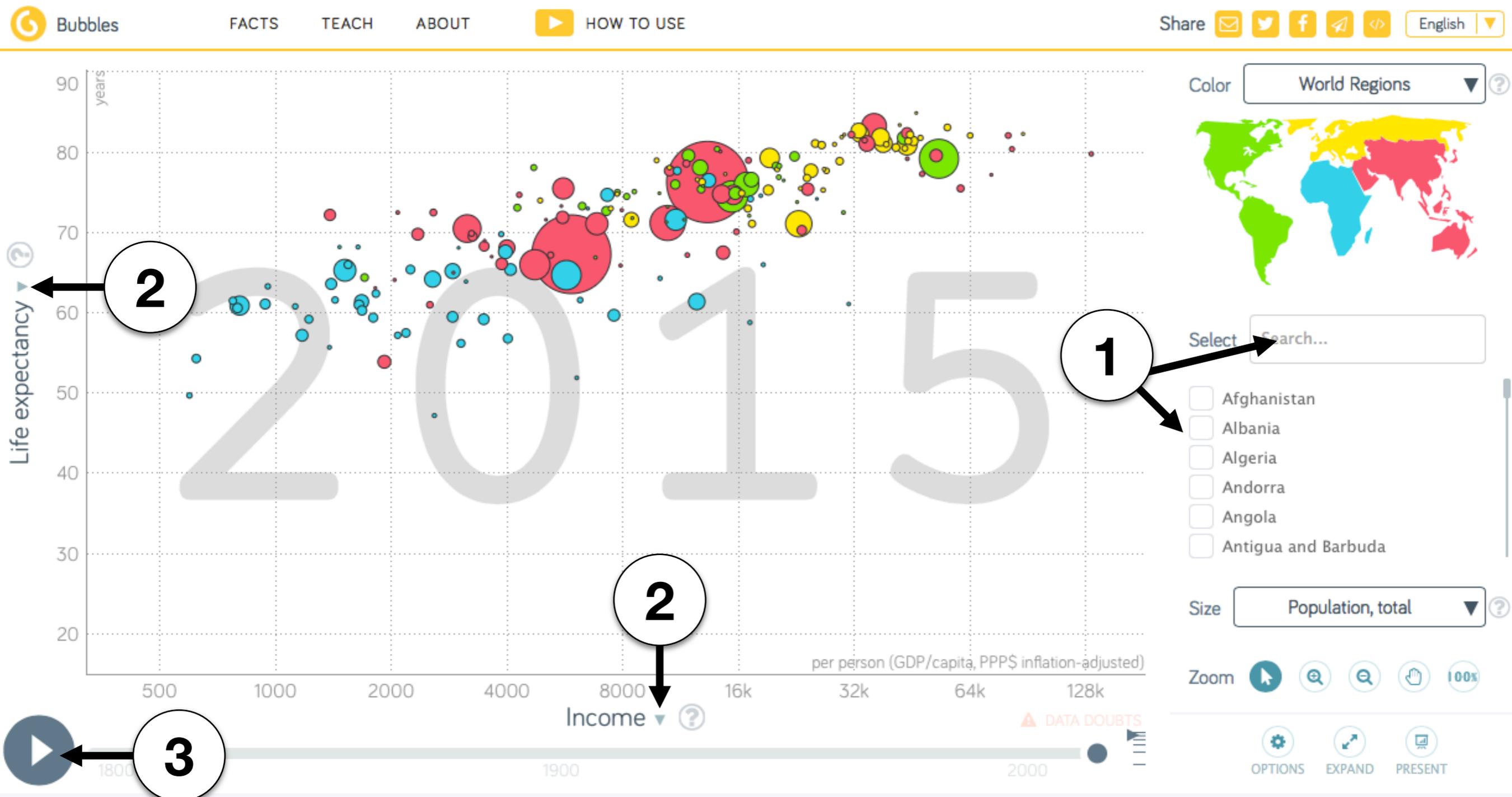
Dollar Street is now live!
Visit homes from all over the World
to see how people really live.

Toys on Dollar Street >>



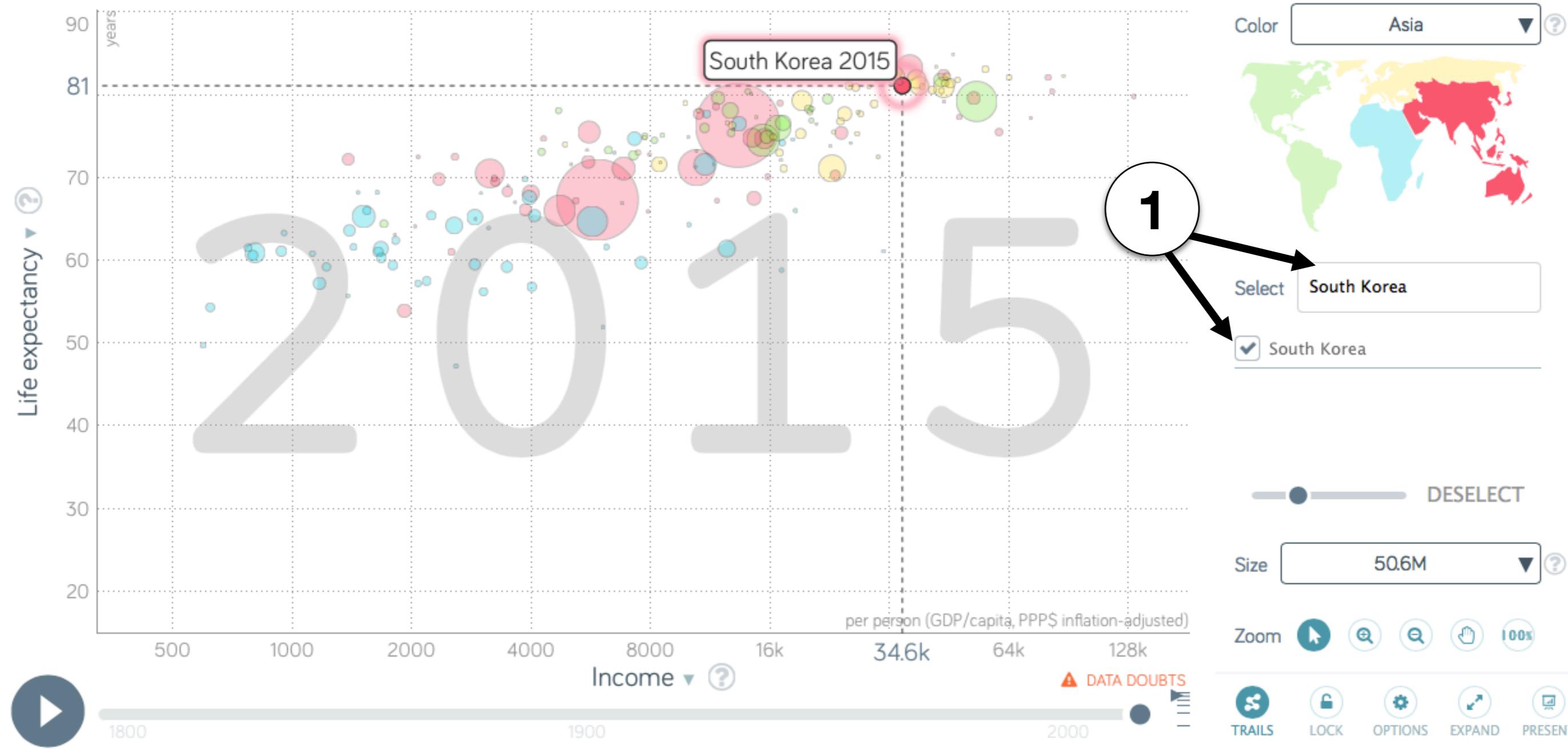
Directions

1. Select or search for the country or countries you wish to see how their statistics have change from 1800 to the 2015.
2. You can change the statistics for each axis by clicking the arrow.
3. Click play once you have selected your country / countries and your statistics.



Directions

1. **Select or search for the country or countries you wish to see how their statistics have change from 1800 to the 2015. In this example “South Korea” is selected.**



Directions

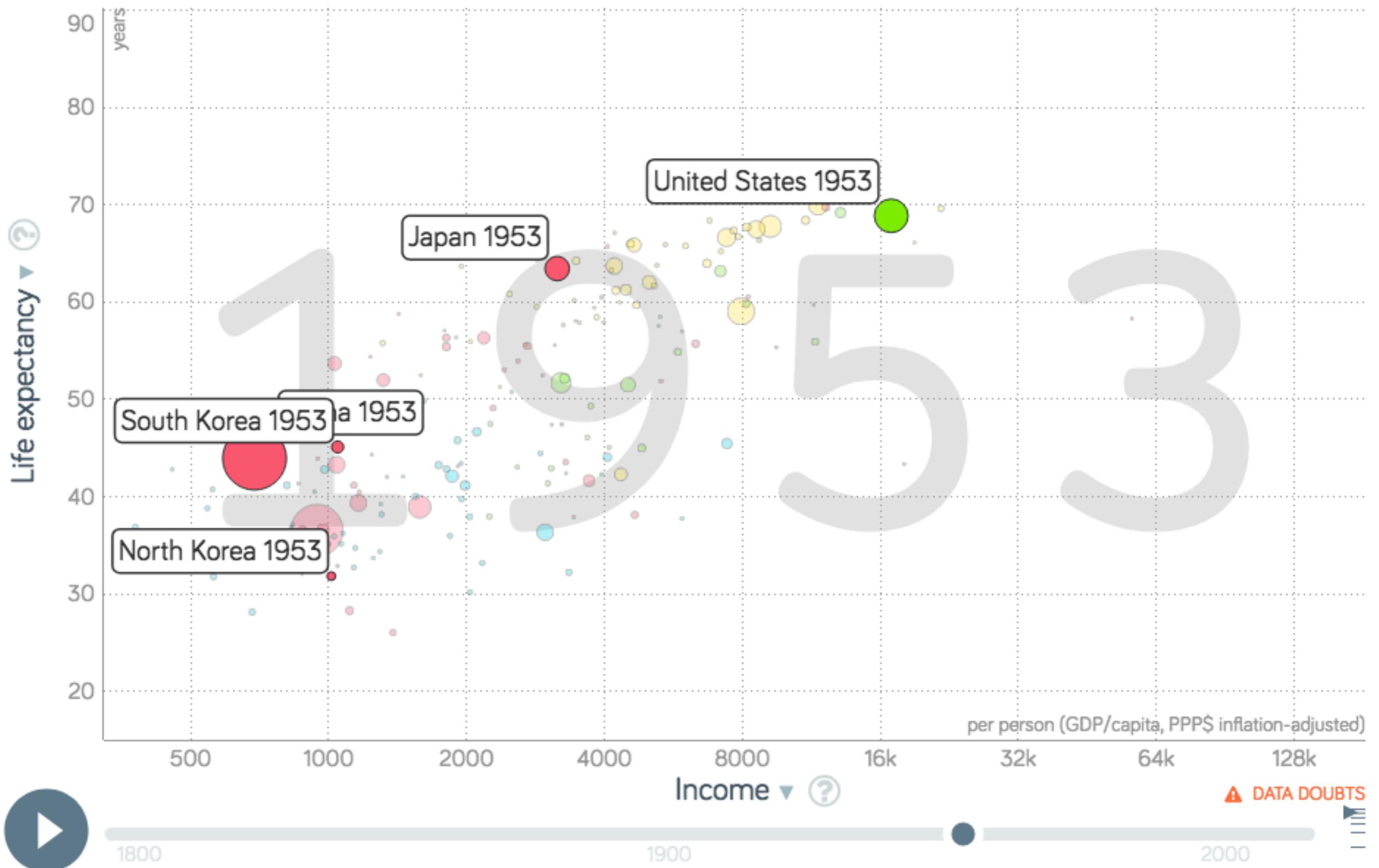
1. Select or search for the country or countries you wish to see how their statistics have change from 1800 to the 2015.
2. You can change the statistics for each axis by clicking the arrow.

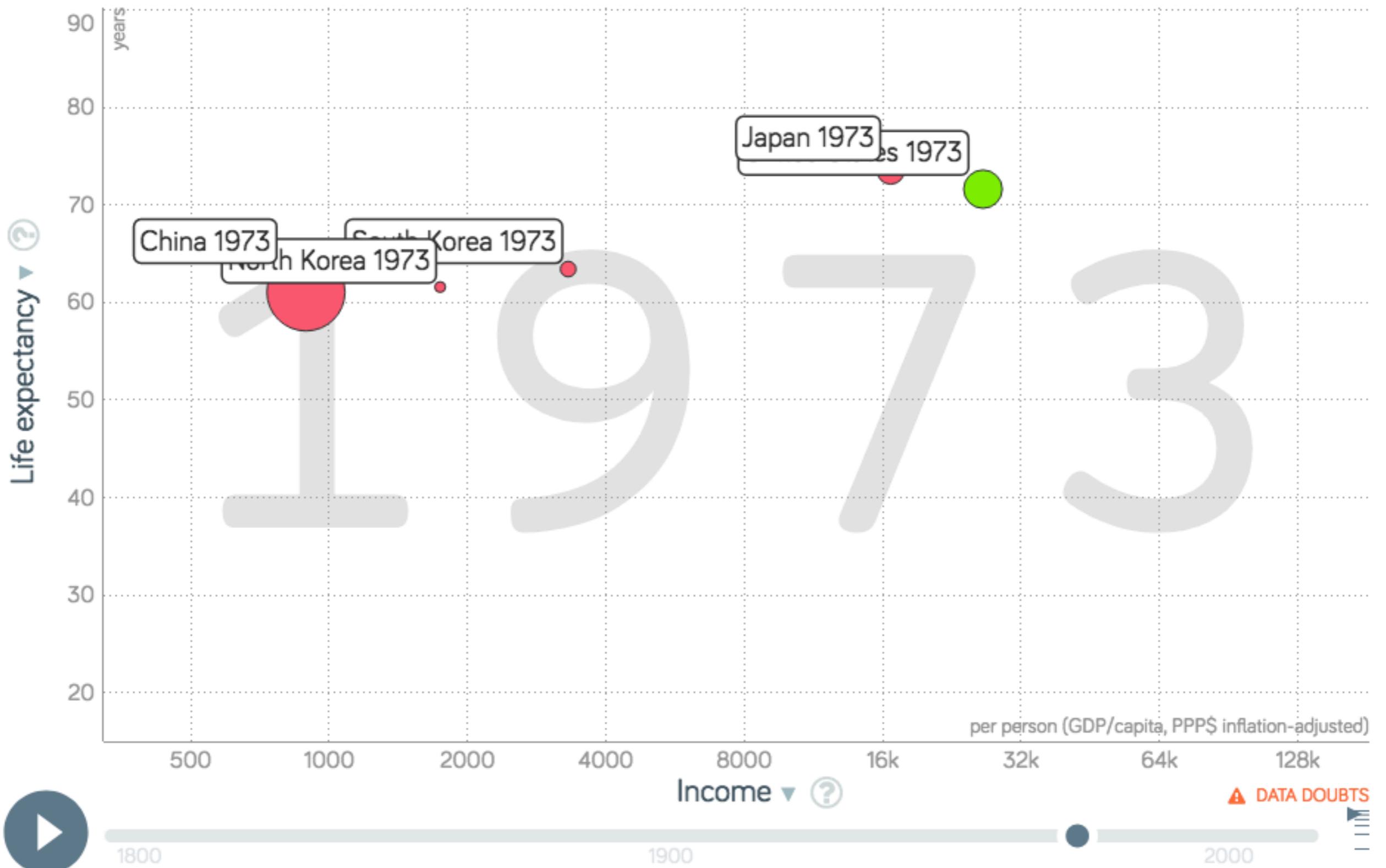
The screenshot shows the Bubbles website interface. At the top, there is a navigation bar with the Bubbles logo, links for FACTS, TEACH, ABOUT, and HOW TO USE, and a share section with icons for email, Twitter, Facebook, and a language dropdown set to English. The main content area is divided into several sections. On the left, a vertical menu lists various categories: Agriculture, Economy, Education, Energy, Environment, Health, and Infrastructure. The 'Economy' category is highlighted with a blue bar and a right-pointing arrow. A large black arrow points from a circled number '2' to this arrow. To the right of the 'Economy' menu is a sub-menu with categories: Aid given, Aid received, Debt & trade, Economic situation, Incomes & growth, Poverty & inequality, and Sectors. The 'Sectors' category is highlighted with a blue bar and a right-pointing arrow. A large black arrow points from the 'Sectors' category to the 'Industry (% of GDP)' option in the next section. This section is titled 'Agriculture' and lists 'Agriculture', 'Industry (% of GDP)', and 'Services (% of GDP)'. The 'Industry (% of GDP)' option is highlighted with a blue bar. A large black arrow points from the 'Industry (% of GDP)' option to a detailed text box on the right. This text box provides a definition of Industry (% of GDP), stating that it corresponds to ISIC divisions 10-45 and includes manufacturing (ISIC divisions 15-37). It also explains that it comprises value added in mining, manufacturing (also reported as a separate subgroup), construction, electricity, water, and gas. The text continues: 'Value added is the net output of a sector after adding up all outputs and subtracting intermediate inputs. It is calculated without making deductions for depreciation of fabricated assets or depletion and degradation of natural resources. The origin of'.

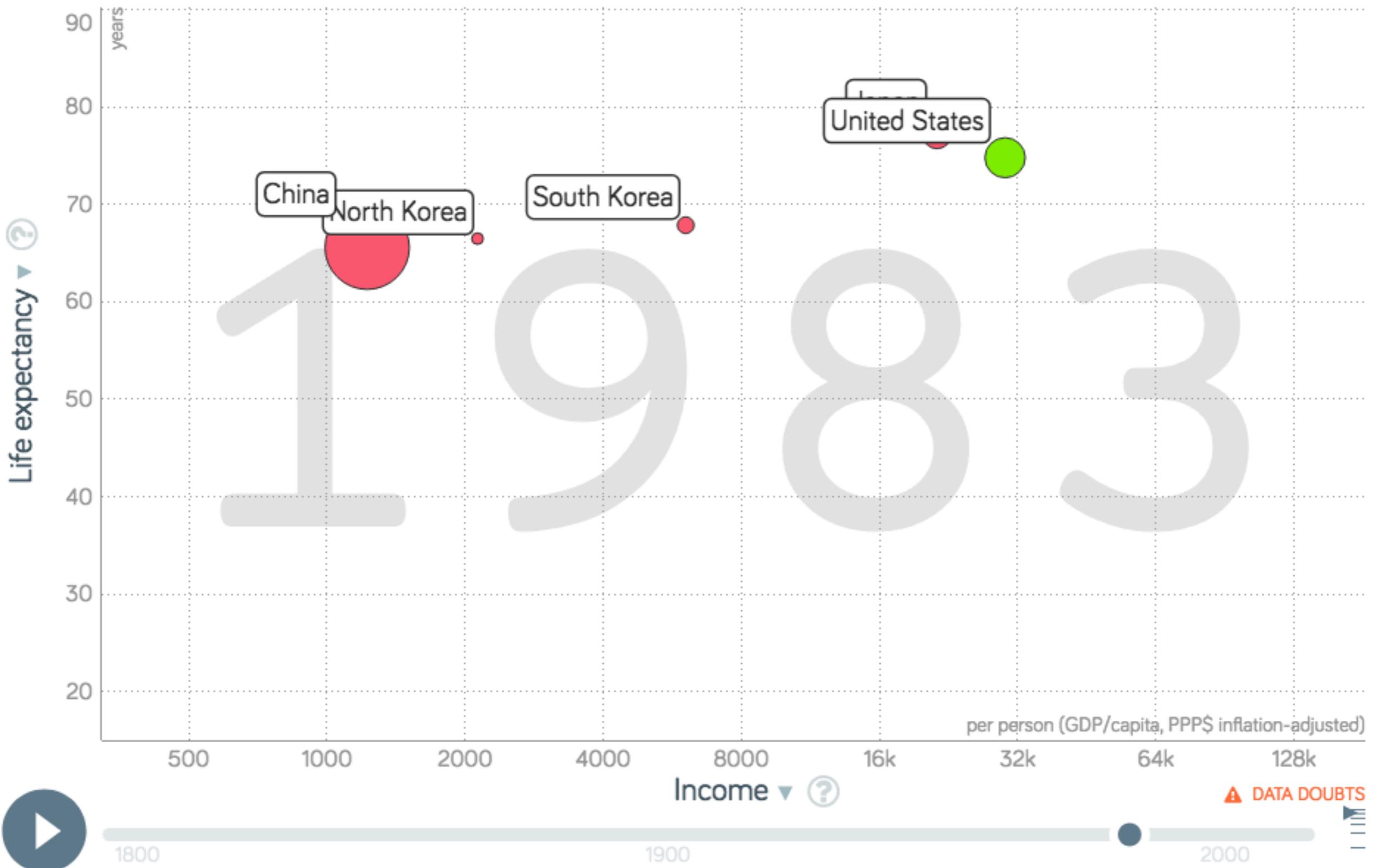
Directions:

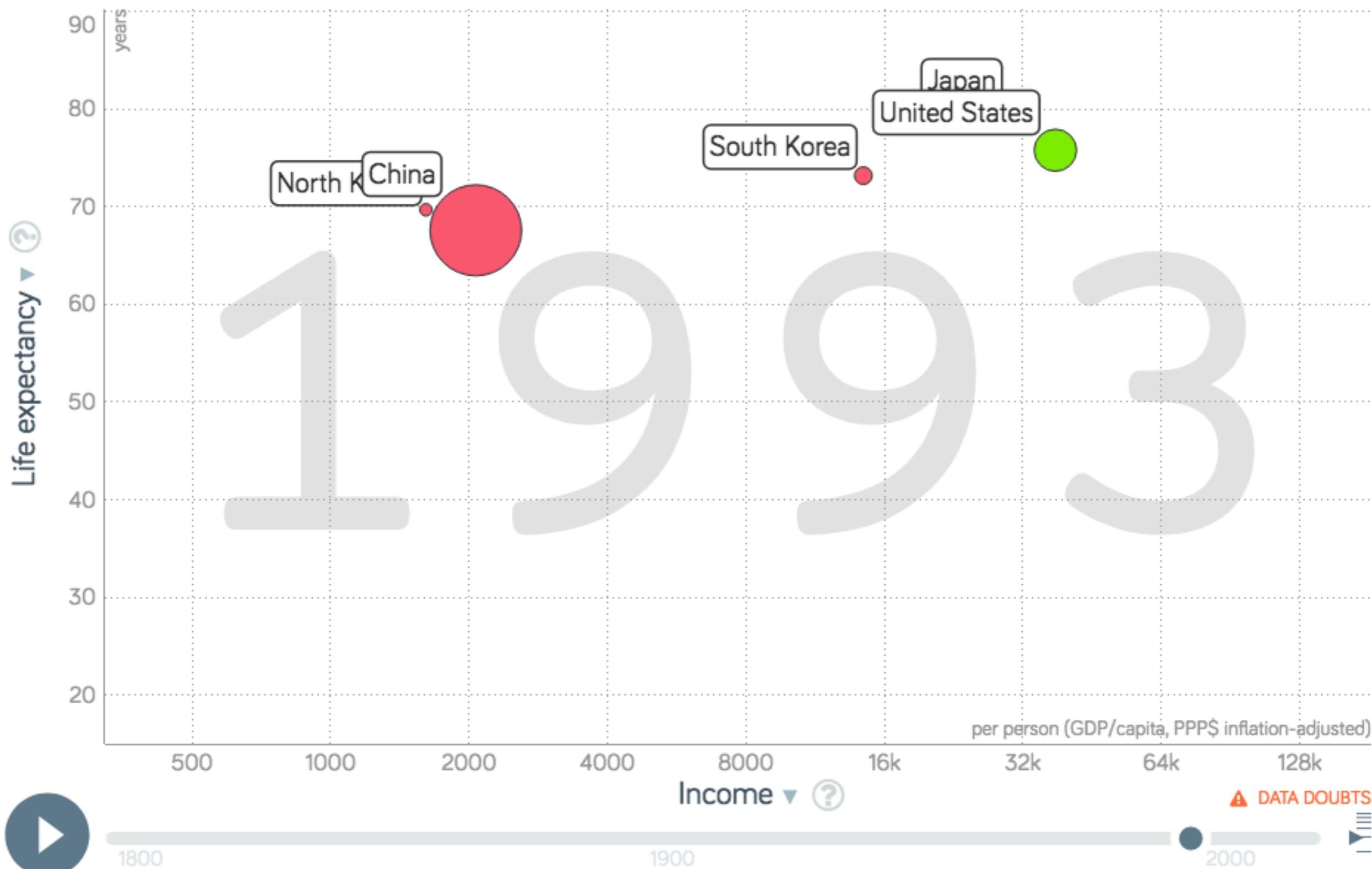
Use the website <https://www.gapminder.org/tools> to find the life expectancy and income per person for the selected countries in the chart below.

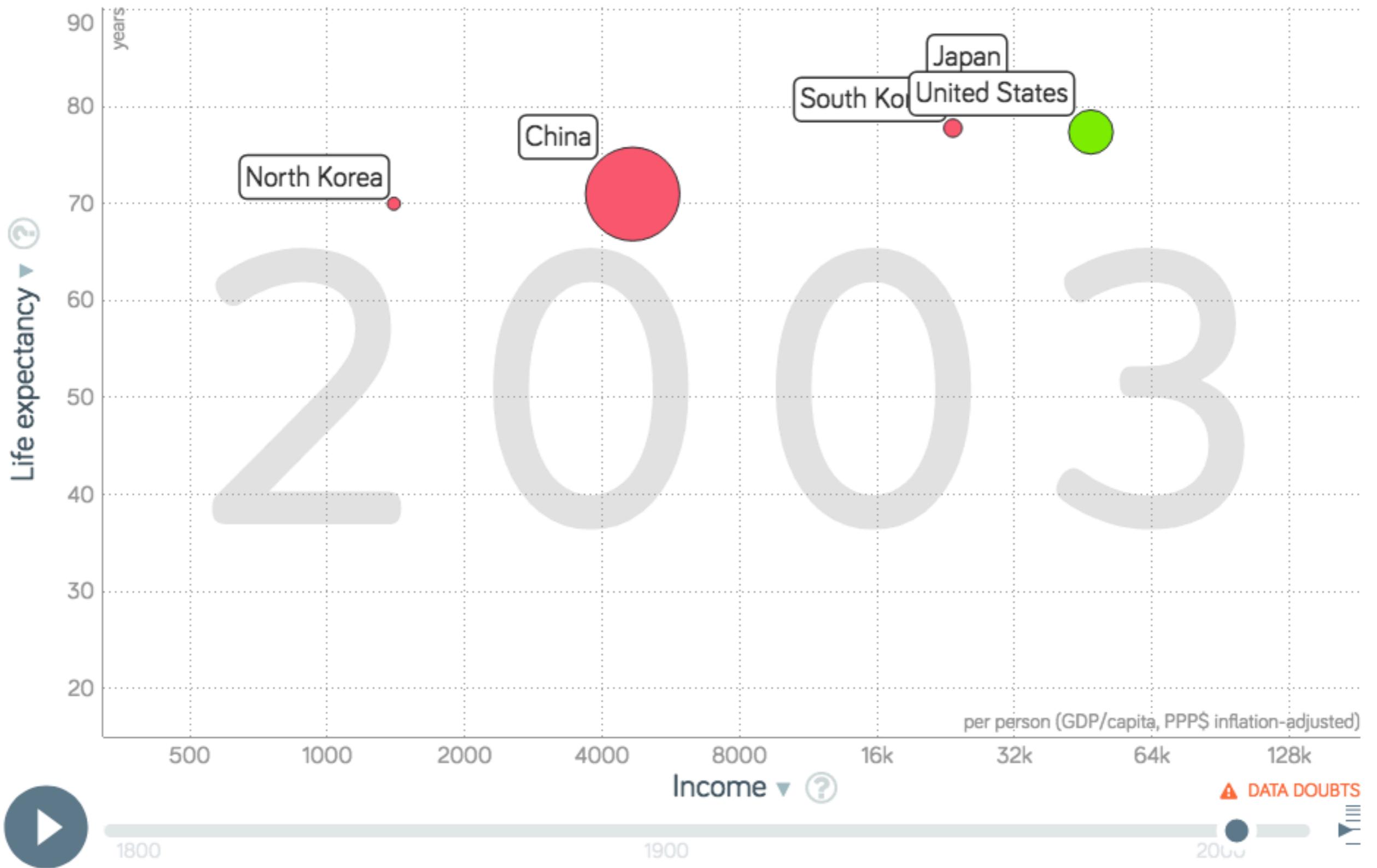
Life Expectancy and Income Per Person for...	China	Japan	North Korea	South Korea	United States
1953	43.9 years \$692				
1973					
1983					
1993					
2003					
2013					

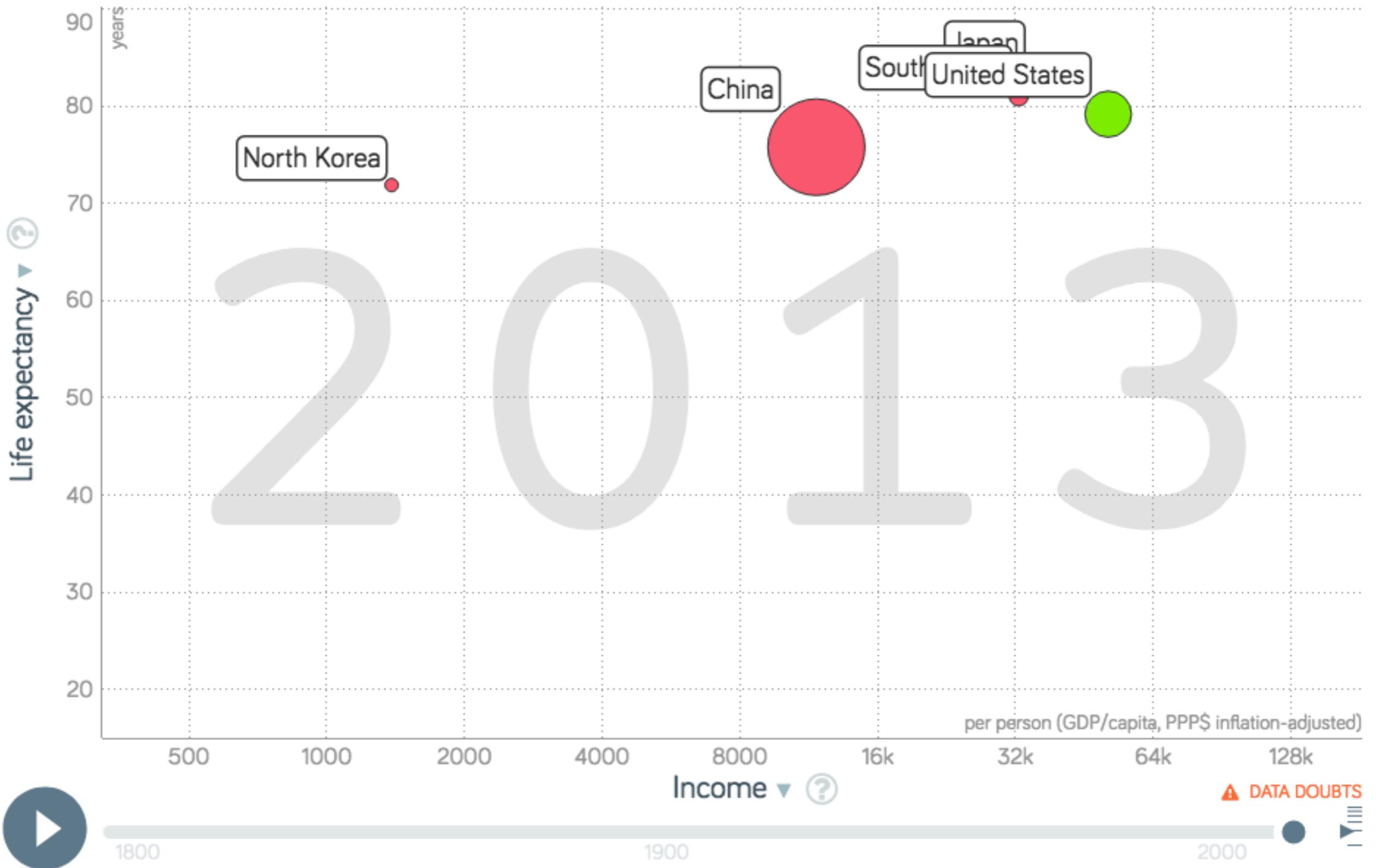












Directions:**ANSWER KEY**

Use the website <https://www.gapminder.org/tools> to find the life expectancy and income per person for the selected countries in the chart below.

Life Expectancy and Income Per Person for...	China	Japan	North Korea	South Korea	United States
1953	43.9 years \$692	63.4 years \$3,170	31.7 years \$1,020	45 years \$1,050	68.8 years \$17,000
1973	61 years \$894	73.5 years \$16,700	61.5 years \$1,750	63.3 years \$3,330	71.5 years \$26,600
1983	65.5 years \$1,230	77.1 years \$21,400	66.4 years \$2,140	67.8 years \$6,080	74.7 years \$30,200
1993	67.5 years \$2,080	79.4 years \$30,600	69.6 years \$1,620	73.1 years \$14,500	75.7 years \$37,800
2003	70.9 years \$4,690	81.7 years \$32,700	69.9 years \$1,410	77.7 years \$23,600	77.3 years \$47,300
2013	75.7 years \$11,800	83 years \$35,600	71.8 years \$1,390	80.9 years \$32,700	79.1 years \$51,300

References and Resources

Websites (See module for more information)

<https://atlas.media.mit.edu>

<https://atlas.media.mit.edu/en/profile/country/kor>

<http://manufacturingmap.nikeinc.com>

http://money.cnn.com/news/economy/world_economies_gdp/index.html

<http://pantheon.media.mit.edu>

<https://www.gapminder.org/tools>

<https://www.ranker.com/list/famous-people-from-south-korea/reference>

<https://www.zeemaps.com>

https://as.vanderbilt.edu/gped/documents/2016_0922_Kwon-Miracle_of_the_Han_River.pdf

References and Resources

Articles (See module for more information)

<https://www.economist.com/news/books-and-arts/21611039-how-really-uncool-country-became-tastemaker-asia-soap-sparkle-and-pop>

<https://www.ft.com/content/06a541aa-8725-11e7-8bb1-5ba57d47eff7>

<http://www.korea.net/AboutKorea/Culture-and-the-Arts/Hallyu>

<http://www.korea.net/AboutKorea/Economy/The-Miracle-on-The-Hangang>

<https://www.the-american-interest.com/2015/02/09/the-korean-invasion/>

References and Resources

Videos (See module for more information)

<https://www.c-span.org/video/?c4712687/nike-korea>

<https://www.youtube.com/watch?v=67zjH6bV8wo>

https://www.youtube.com/watch?v=BvYMq82FI_k

<https://www.youtube.com/watch?v=gAGqpJUkzco>

<https://www.youtube.com/watch?v=fvzhNK9MbLU>

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